ANNEX IV

COMMUNICATION PLAN FOR THE PROGRAMME

"Capacity building of national asylum and migration management systems"

1   Strategic Overview

European and Development Programs Division (EDPD) together with the Norwegian Directorate of Immigration (UDI) have created a Communication Plan with the aim to achieve transparent and effective management of the resources involved in the successful implementation of the programme through valid and prompt information publicity.

A.   **Main information and publicity objectives within the Programme:**
- to support efficiency, transparency and quality of the Programme implementation;
- to achieve high quality, comprehensive and professional level of public awareness about the Programme, its objectives, outputs and impacts;
- to promote bilateral relations and cooperation with Donor States entities – the Donor Programme Partner
- to increase awareness about the possibilities of grant assistance available from EEA FM within the Programme.

B.   **Target groups of the Programme:**
- **TARGET GROUP 1:** general public
- **TARGET GROUP 2:** immigrants and asylum seekers- Diaspora Organisations
- **TARGET GROUP 3**: project promoters of pre-defined projects (First Reception Service and Asylum Service)

2   COMMUNICATION SWOT analysis for the Programme

STRENGHTS	OPPORTUNITIES
- Very good and successful cooperation with DPP (UDI) - High current substantive focus of the Programme - Excellent visibility of the overall contribution of the EEA Grants regarding this period - Experience with organising of information meetings, workshops, conferences and other events at national, regional or local level (information bulletin published, exhibition) - Existence of several target groups under the Programme whose interest for publicity can be articulated.	- To increase the overall awareness of target groups about the importance and benefits from the Programme; - To build a strong brand of the Programme, putting attention on transparency; - "Open doors" for new possibilities of financing projects for potential project promoters through effective communication; - To create modern, user-friendly and easy to manage website for the Programme; - Possibility to build trustful relationship between NFP, Programme Operator, Donor Programme Partner and all project promoters through systematic mediation of information and responsible implementation of communication and publicity measures; - To contribute to the high degree of transparency through an effective communication.
WEAKNESSES	**THREATS**
- Low awareness and attention level related to Programme priorities issues; - Negative attitudes of public towards migration matters. - Not User-friendly system of administration - Little experience of web site management, information panel	- Non-utilisation of potential and information character of Programme; - In general, low media interest in EEA Grants - Low interest of target groups in relation to information and publicity activities.

3 Objectives

The main objective of the communication plan is to achieve transparent and effective management of the resources involved in the successful implementation of the programme as well as icreasing awareness of the wide public of the results of the Programme, and of the EEA Contribution. The communication tools and methods will differ depending on the target groups and the character of the communicated information. Specific communication channel will be used for each type of communicated information.

TARGET GROUP	Character of provided information in relation to needs and expectations of the target group	Communication channels
TARGET GROUP 1	- information concerning the outputs, impacts and objectives reached within the Programme; - information concerning the promotion of bilateral cooperation with UDI.	- all types of national media (press, radio, TV); - internet - webpage focused specifically on this Programme; webpages of both project promoters of pre-defined projects; webpage of Ministry of Public Order and Citizen Protection; - opening and closure events focusing on the impact to the local communities with wide public participation and awareness
TARGET GROUP 2	- information concerning process of implementation and interim results within the projects under this Programme, - information related to process of implementation, general results and overall impact of Programme, - information concerning the promotion of bilateral cooperation with UDI; - information concerning the outputs, impacts and objectives reached within the Programme.	- all types of national media (press, radio, TV); - internet - webpage focused specifically on this Programme, web pages of both project promoters of pre-defined projects; webpage of Ministry of Public Order and Citizen Protection - webpage of UDI - brochures, leaflets, newsletters, etc. - opening and closure events focusing on the outcome planned and produced and the impact to the local communities
TARGET GROUP 3	- information concerning the promotion of bilateral cooperation with the UDI - information concerning process of implementation and interim results within the projects under this Programme; - information concerning the outputs, impacts and objectives reached within the Programme.	- internet - webpage focused specifically on this Programme webpages of both project promoters of predefined projects; webpage of the Ministry of Public Order and Citizen Protection - webpage of UDI - information events - newsletters

4 Audiences

Programme Operator prioritises the target groups as in the above mentioned list
- **TARGET GROUP 1:** general public
- **TARGET GROUP 2:** immigrants and asylum seekers- Diaspora Organisations
- **TARGET GROUP 3**: project promoters of pre-defined projects (First Reception Service and Asylum Service)

5 Messages

Within the Programme the key messages for the different target groups are :

TARGET GROUP	Messages
TARGET GROUP 1	- Functioning national migration management system exists in Greece - We safeguard the rights to seek Asylum - Unaccompanied asylum seeking children are being taken care of - Screening procedures for the migrants in centers with great care of their needs - EEA and Norway Grants contribute to the strengthening of the national migration management system
TARGET GROUP 2	- We safeguard your right to seek Asylum - Greece has a functioning national migration management system
TARGET GROUP 3	- We strengthen the institutional framework for legal protection and care for vulnerable people. - Donor Programme Partner contributes to the strengthening of the institutional framework for migration management system

6 Tactics

Target groups	Communication activities
Target group 1	- Providing all information about status of implementation process and results through webpages - Feeding the media with the news and highlights of the implementation of the Programme; - Close cooperation with media representatives at national, regional and local level; - Providing interviews; - Organisation of conferences, meetings, workshops, exhibitions; - Sending information material by email or mail - Publishing newsletters; - Publishing press releases on process of implementation of the Programme and particular results;
Target group 2	- Providing all relevant information through webpages - Close cooperation with media representatives at national, regional and local level; - Operation web advisory service; - Organisation of Information days; - Publishing newsletters; - Feeding media with the news and highlights of the implementation of the Programme; - Preparation of information publications, leaflets, brochures - Organisation of information events;
Target group 3	- Information regarding calls and all relevant information through webpages - Providing Web advisory service for project promoters of pre-defined projects; - Organization of information days for project promoters; - Organisation of information events; - Publishing newsletters; - Preparation of information publications, leaflets, brochures; - Advertising in media at national, regional or local level - Information plaques or stickers will be attached to all types of equipment/infrastructure purchased or updgraded under the actions of the programme.

	- Workshops / seminars with several key experts within pre-defined projects:

7   Media Relations

With regard to the Programme content, the focus will be concentrated to the local and regional media as well as the national media (press, radio, TV, website). The particular media will be communicated in the co-operation with the Press Office of the Ministry of Public Order and Citizen Protection and the press list for each communication activity will be prepared ad-hoc. Press book will contain all published articles and reference about this Programme and its projects.

8   Being on brand

To ensure the visibility and awareness of the available funding, the Programme Operator has already delivered the Communication and Design Manual published by FMO to all project promoters. The Communication and Design Manual provides guidance and advice on how to best carry out information and publicity activities for project promoters. The condition of the information and publicity requirements is stated in the particular project contracts. The basic objective of being on brand is immediate visual identification of recipient towards information messages. Information and publicity activities of the project promoters will be continuously monitored by Programme Operator and will be reported as the results in the Project Interim Reports

9   Indicative timetable

ACTIVITY	2012	2013	2014	2015	2016
Conference and workshop		x	x	x	x
Webpage under the website eeagrants.sk/inclusion and norwaygrants.sk/inclusion	continuously				
Press reports, press conferences			x	x	x
Information publications, leaflets				x	x
"Ad hoc" meetings (conferences, seminars, workshops)	as needed				
Public campaigns to increase awareness	as planned				
Information days and seminars	as needed according to the call launching				
Newsletter of EEA/Norway grants			x	x	x
Support of visual image	continuously				

10   Indicative Budget

The Programme Operator has set aside an amount of money of the Programme management costs allocation for information and publicity measures.

Categories of information and publicity costs in general include the following:

a) information and publicity activities costs (conferences, seminars, meetings and workshops) : rent, catering, interpreter, sound system, speakers, media campaign and advertising in print media, etc.;

b) information materials costs (document translations, roll-ups, brochures, leaflets, workbooks, billboards other documents printed and distribution of promotional items);

c) website costs – creation of webpage, web-page updates and web based tools, etc.;

d) costs related to the equipment and hardware within information and publicity activities – notebooks, graphical software, digital camera, printer, etc.;

e) Programme specific costs within information and publicity.

11 Evaluating success

The evaluation of the information and publicity measures on the programme level will be carried out on the basis of the evaluation criteria according to the following indicators:

⇒ number of reports and articles in all types of media (national, regional and local);
⇒ visiting rate of the Programme webpage under the websites
⇒ number of seminars, conferences and other events carried out;
⇒ number of information publications;
⇒ other information and publicity activities carried out by the Programme Operator and project promoters during the monitoring period,
⇒ evaluation of specific Programme activities.

12 Responsible people

Persons from the Programme Operator responsible for the implementation of the Programme Communication Plan:

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