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**COMMUNICATION  
STRATEGY AND ACTION PLAN  
OF  
REGIONAL COMPETITIVENESS  
OPERATIONAL PROGRAMME  
FOR THE  
MINISTRY OF SCIENCE, INDUSTRY AND  
TECHNOLOGY**

**NOVEMBER 2015**

3<sup>rd</sup> Revision



## TABLE OF CONTENT

<b>1</b>	<b>INTRODUCTION AND BACKGROUND .....</b>	<b>4</b>
1.1	ROLE OF MoSIT AND RCOP .....	4
1.2	LEGAL BASIS FOR CAP .....	6
1.3	MANAGEMENT .....	7
1.4	PREVIOUS PUBLICITY ACTIVITIES .....	8
<b>2</b>	<b>PURPOSE AND OBJECTIVES .....</b>	<b>10</b>
2.1	PURPOSE.....	10
2.2	OBJECTIVES .....	10
<b>3</b>	<b>TARGET GROUPS .....</b>	<b>12</b>
3.1	FINAL BENEFICIARIES / END RECIPIENTS OF THE ASSISTANCE (GROUP A).....	13
3.2	POTENTIAL BENEFICIARIES (GROUP B).....	13
3.3	GENERAL PUBLIC (GROUP C).....	13
<b>4</b>	<b>ACTIVITIES .....</b>	<b>14</b>
4.1	PUBLIC AWARENESS ACTIVITIES .....	14
4.1.1	<i>Corporate Design</i> .....	14
4.1.2	<i>Annual event</i> .....	14
4.1.3	<i>Launch and Announcement Events</i> .....	15
4.1.4	<i>Promotional Materials</i> .....	15
4.2	INFORMATIVE ACTIVITIES .....	16
4.2.1	<i>Regional Conferences</i> .....	16
4.2.2	<i>Publicity/Visibility information days</i> .....	17
4.2.3	<i>Video film</i> .....	17
4.2.4	<i>Printed Materials</i> .....	17
4.2.5	<i>Website</i> .....	18
4.3	DIALOG AND INTERACTION.....	19
4.3.1	<i>Relations with media</i> .....	19
<b>5</b>	<b>MANAGEMENT OF CAP .....</b>	<b>22</b>
5.1	PUBLICITY AND ADMINISTRATIVE AFFAIRS DEPARTMENT OF THE OS AND COMMUNICATION TEAM	22
5.1.1	<i>Coordinator of Publicity and Administrative Affairs Department</i> .....	22
5.1.2	<i>Public Relations</i> .....	22
5.1.3	<i>Web-manager</i> .....	23
5.1.4	<i>Publications editor</i> .....	23
<b>6</b>	<b>TECHNICAL ASSISTANCE .....</b>	<b>24</b>
<b>7</b>	<b>MONITORING AND EVALUATION OF CAP .....</b>	<b>25</b>
7.1	INDICATORS AND VERIFICATION .....	25
7.2	EVALUATION BY QUESTIONNAIRE .....	27
<b>8</b>	<b>INDICATIVE BUDGET 2010-2017 .....</b>	<b>28</b>
<b>9</b>	<b>INDICATIVE TIMETABLE OF ACTIVITIES.....</b>	<b>29</b>

## LIST OF ABBREVIATIONS

<b>EC</b>	European Commission
<b>EU</b>	European Union
<b>CAP</b>	Communication Action Plan
<b>DIRECTORATE</b>	Directorate of EU Financial Programmes
<b>ICT</b>	Information and Communication Technologies
<b>IPA</b>	Instrument for Pre-Accession Assistance
<b>MoSIT</b>	Ministry of Science, Industry and Technology
<b>OP</b>	Operational Programme
<b>OS</b>	Operating Structure
<b>PD</b>	Publicity and Administrative Affairs Department
<b>RCOP</b>	Regional Competitiveness Operational Programme

# 1 INTRODUCTION AND BACKGROUND

The European Commission (EC) has introduced a new financial instrument called “Instrument for Pre-accession Assistance” (IPA) for the candidate and potential candidate countries in 2006. The Council Regulation establishing an Instrument for Pre-accession Assistance was adopted on 17 July 2006 (No.1085/2006), replacing the previous 2000-2006 pre-accession financial instruments (PHARE, ISPA, SAPARD, CARDS, and the Turkish Pre-accession Instrument) with IPA for the 2007-2013 period, with a view to bring all European Union (EU) pre-accession support into a single, focused instrument to ensure the maximum coordination. The Regulation came into force on 1 January 2007 and the Commission Implementing Regulation (No.718/2007) was adopted on 12 June 2007.

The main aims of IPA are to support economic, politic and social reforms in the candidate and potential candidate countries and prepare them for the management and implementation of Structural Funds.

Within the context of IPA, financial assistance will be programmed and implemented according to the following five components;

1. Transition Assistance and Institution Building
2. Cross-Border Cooperation
3. Regional Development
  - Regional Competitiveness
  - Transport
  - Environment
4. Human Resources Development
5. Rural Development.

## 1.1 Role of MoSIT and RCOP

The Operating Structure (OS) for Regional Competitiveness under the Regional Development Component is the Ministry of Science, Industry and Technology

(MoSIT). MoSIT is responsible for the preparation, management, implementation, monitoring and evaluation of the Regional Competitiveness Operational Programme (RCOP).

The main aim of the RCOP is to increase the competitiveness of Turkish economy to converge with the economy of the EU and to reduce regional socio-economic disparities. In order to achieve these goals, the RCOP concentrates resources on a limited number of sectors, regions and priorities where the programmes impact and contribution will be highest.

The Programme, in terms of sectoral concentration, concentrates on information society, innovation, research & development and SMEs operating in manufacturing and tourism sectors. In terms of geographical concentration, the Programme concentrates on regions having an income per capita below the 75% of Turkish national average, that's to say, there are 12 NUTS II regions covering 43 Provinces which will benefit from the RCOP.

With regards to priorities, three priorities were identified under RCOP: *Improvement of Business Environment, Strengthening of Enterprise Capacity and Foster Entrepreneurship, and Technical Assistance.*

The first priority of the Programme is the “*Improvement of Business Environment*”. The measures of this priority focus on the development of industrial infrastructure, creation and development of financing instruments, improvement of research & development, innovation, technology and ICT environment and infrastructure and improvement of tourism infrastructure, promotion and marketing activities.

The second priority of the RCOP is “*Strengthening of Enterprise Capacity and Foster Entrepreneurship*”. The measures of this priority focus on the enhancement of research & development, innovation, ICT and entrepreneurial capacity of SMEs and strengthening of cooperation in industry corporate sector.

The **third priority** focuses on the “***Technical Assistance***” which has two measures:

**3.1 Support to the OP Preparation, Management, Implementation, Monitoring, Control and Evaluation**

**3.2 Publicity, Information and Promotion of the OP Measures**

## **1.2 Legal Basis for CAP**

The Beneficiary country shall provide information on, and publicize the programme and operations, in accordance with the articles 62 and 63 of IPA IR, article 24 of Framework Agreement and articles 97, 98 and 99 of Financing Agreement respectively. The information shall be addressed to the citizens and beneficiaries, with the aim of highlighting the role of the Community and ensuring transparency.

Besides, The Measure 3.2 of the Regional Competitiveness Operational Programme sets out the basis of information and publicity activities. The objective of this measure is implementation of the obligations arising from above mentioned legal basis concerning the promotion of the OP and its operations and informing entities/parties interested in receiving support from the OP, as well as the general public, about the opportunities provided by the assistance and its outcomes.

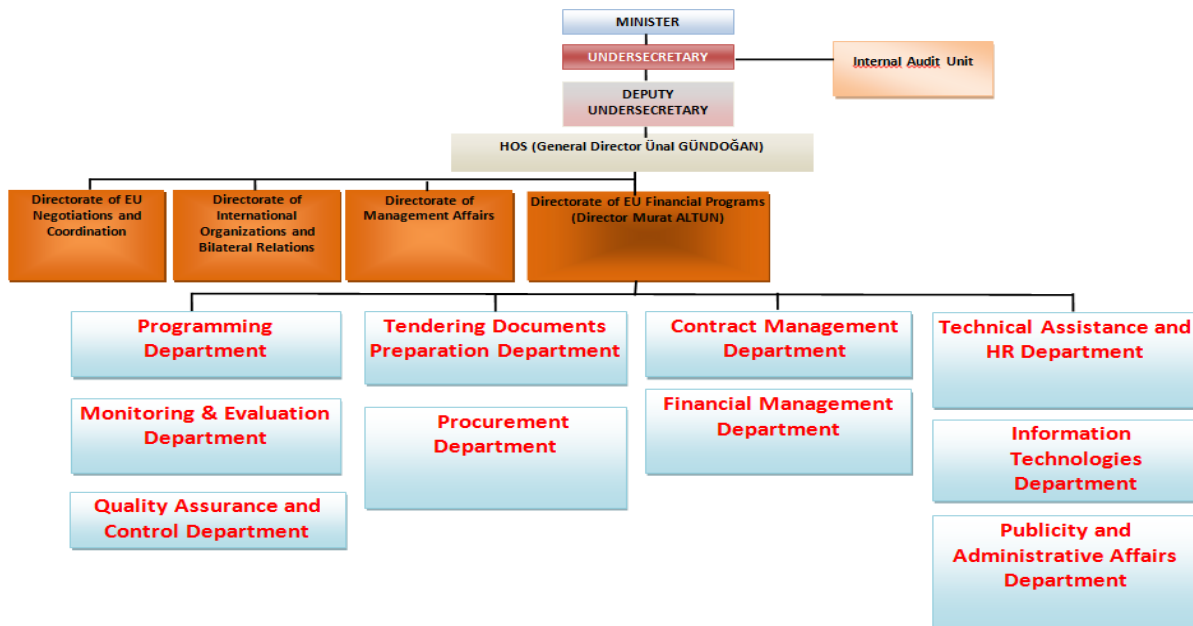
The RCOP Chapter 5.3 defines the information and publicity requirements, major activities and their indicative budget as well as the management structure to implement these activities.

Within this context, a separate ***Communication Action Plan*** (CAP) is prepared and will be implemented by the OS in order to meet the above mentioned requirements of the legal basis and objectives of the Measure 3.2.

According to the article 83/7 (h) of the Financing Agreement, Sectoral Monitoring Committee shall consider and approve the CAP as well as any subsequent updates of the plan.

### 1.3 Management

After the official approval of the RCOP by the Commission in November 2007, in order to fulfil the functions of the OS, the MoSIT established Regional Competitiveness Programme Coordination and Implementation Directorate (RCP-CID)<sup>1</sup> with the Ministerial Consent of 3 December 2007. Head of Operating Structure and the Head of RCP-CID were appointed, five departments under the RCP-CID were established, heads of these departments were appointed and new staff (total of 26 persons) were assigned at RCP-CID by this Ministerial Consent. On 22.10.2014 with the name of the Directorate changed into Directorate for EU Financial Programmes from RCP-CID. The structure of the OS was modified few times. The latest organization chart was put in place as of 17.06.2015 which is shown as below, The Directorate employs 79 persons in total.



The CAP will be coordinated and implemented by the Publicity and Administrative Affairs Department (PD) of the Directorate of Management Affairs.

<sup>1</sup> Former name of the Directorate of EU Financial Programmes

#### 1.4 Previous Publicity Activities

The key players of the IPA system carried out several publicity activities in order to inform the general public particularly the potential beneficiaries about the new financial assistance architecture introduced by the Commission,

Within this context, a series of regional conferences were organized with the participation of the Operating Structures and relevant regional/local stakeholders, in Şanlıurfa, Van, Samsun, Erzurum, Gaziantep and Malatya provinces from November 2007 to February 2008 to raise awareness regarding IPA support, its aim and implementation arrangements under the coordination of the Strategic Coordinator (State Planning Organization). These conferences may be considered as the initial publicity activities for the newly introduced IPA system in Turkey.

In addition to publicity activities carried out under the coordination of SPO, the Ministry has also organized several publicity activities. Within this context a kick – off meeting **was held in Ankara** on 25 April 2008 with the participation of media and representatives of chambers of commerce and industry from 43 target provinces in order to raise awareness regarding the IPA assistance and RCOP. Following, the kick-off meeting, conferences and workshops were held by the MoSIT with the contribution of local Chambers of Commerce and Industry in Trabzon, Kayseri, Kastamonu, Erzurum, Çankırı, Tokat, Diyarbakır and Van respectively.

The purposes of those local conferences and workshops were;

- To raise public awareness on IPA system,
- To introduce the role of MoSIT
- To inform potential beneficiaries about the funding opportunities under RCOP,
- To provide guidance to potential beneficiaries on project generation
- To emphasize the importance of local coordination/cooperation among the local actors,



This process has started in May 2008 and finalized by January 2009 and more than 500 participants took place in the conferences.

The target groups for those conference series were;

- Local public authorities (governorships, municipalities,)
- Chambers of Science, Industry and Trades,
- Chambers of Tradesmen and Artisans,
- Business sector representatives organizations (associations, foundations)
- Management of Organized Industrial Zones and Small Scale Industry Estates,

A clear indication/verification of the success of the above mentioned information and promotion activities was 532 project proposals submitted by the local stakeholders in response to the call for project proposals launched by the MoSIT in November 2008.

## 2 PURPOSE AND OBJECTIVES

### 2.1 Purpose

The purpose of this plan is to provide a strategic coherence to the communication objectives of the RCOP and the implementation of a set of activities to publicize information about IPA assistance, OP and key priorities via transparent, visible and accessible instruments.

### 2.2 Objectives

The objectives of this Communication Action Plan are as follows:

1. Raise public awareness on the RCOP policy as part of Turkey's accession to the EU.
2. Coordinate communication between different levels of target groups; inform and engage potential beneficiaries and key stakeholders about:
  - a. Types of projects, eligibility criteria, procedures and criteria for appraising applications, timeframes, tenders and contracts, etc.,
  - b. obligations of the beneficiaries/end recipients
3. Ensure transparency by providing information about financed projects, including names and addresses of final and end beneficiaries, names of projects, and amount of Community co-funding.

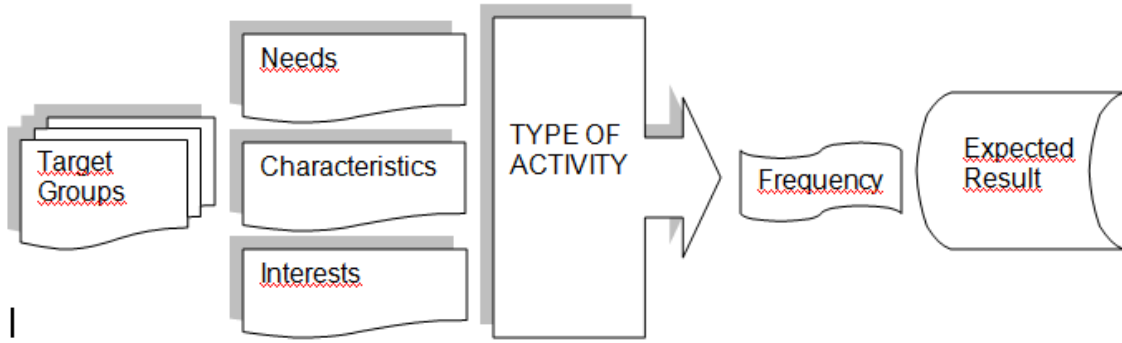
The above objectives are pursued through the implementation of three types of activities, namely public awareness; informative activities; dialog and interaction which are designed in line with the profile and needs of the target groups identified in the following chapter. Thus, the CAP provides a detailed design of communication activities that cover the overall communication needs of the RCOP, for the entire period of its implementation.

## CAP Intervention logic

PURPOSE	OBJECTIVES	ACTIVITIES
<p>To provide a strategic coherence to the communication objectives of the RCOP and the implementation of a set of activities to publicize information about IPA assistance, OP and key priorities via transparent, visible and accessible instruments.</p>	<p>Raise public awareness on the RCOP policy as part of Turkey's accession to the EU.</p>	<p>Public Awareness Activities</p> <p>Informative Activities</p> <p>Dialog and Interaction</p>
	<p>Coordinate communication between different levels of target groups, inform and engage potential beneficiaries and key stakeholders about:</p> <p>a) types of projects, eligibility criteria, procedures and criteria for appraising applications, timeframes, tenders and contracts, etc.,</p> <p>b) obligations of the beneficiaries/end recipients</p>	<p>Informative Activities</p> <p>Dialog and Interaction</p>
	<p>Ensure transparency by providing information about financed projects, including names and addresses of final and end beneficiaries, names of projects, and amount of Community co-funding.</p>	<p>Informative Activities</p>

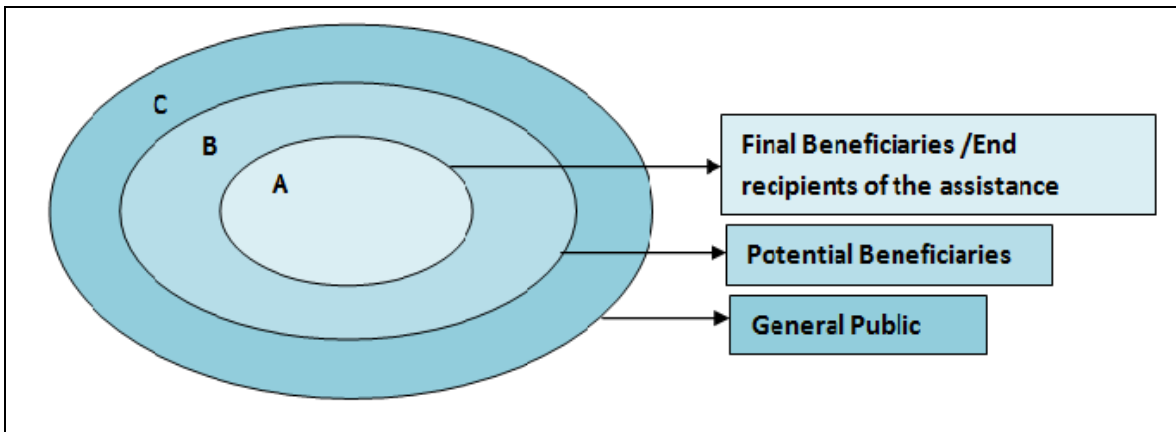
### 3 TARGET GROUPS

This plan has identified and differentiated the target groups considering their needs, characteristics and interests. This approach has been supported by the segmentation and expected outputs of the activities which will be carried out within the lifecycle of the plan.



From this point, three segments of target groups were identified, namely:

- Final beneficiaries / End recipients of the assistance whose projects are funded. (A)
- Potential beneficiaries who can apply for “call for project proposal” under the RCOP. (B)
- General public, particularly RCOP Target Region which consists of 43 provinces. (C)



### **3.1 Final Beneficiaries / End Recipients of the Assistance (Group A)**

The Final beneficiaries / end recipients of the assistance are the awarded project beneficiaries. They should be kept informed about current situation of IPA, RCOP and its publicity / visibility rules.

### **3.2 Potential Beneficiaries (Group B)**

The potential beneficiaries who will be expected to participate in the successful development of projects. Those are;

- National, regional and local public authorities
- Institutions providing services to enterprises
- Professional associations and Non Governmental Organizations
- Universities

It is expected that above mentioned institutions play a crucial role on project generation, implementation and dissemination for those final beneficiaries. The final beneficiaries of RCOP are entrepreneurs and SME's in the manufacturing industry and tourism sector. Hence, they shouldn't be just informed for the developing of the programme/project but also advised to be active in preparing the needed projects in advance.

### **3.3 General Public (Group C)**

In addition to the final and potential beneficiaries, the indirect target groups of the publicity measure who will be affected by and benefit from the assistance provided under RCOP are:

- Economic and social partners
- Government and political representatives
- Media
- Wider public

## 4 ACTIVITIES

This Plan covers 3 main types of activities namely;

1. Public awareness activities
2. Informative activities
3. Dialog and interaction

### 4.1 Public Awareness Activities

#### 4.1.1 Corporate Design

The development of a corporate design will contribute to create a common identity between the operating structure and the target groups, personalising rather abstract slogans, guiding and easing access to the complex programme.

The Corporate Design will maintain the visibility and positive sustainable image between the programme and target groups. The creation of Corporate Design is a task which needs to be carried out professionally including the following deliverables:

- Logo symbolising the overall objectives
- Selected bright and friendly colours to be used for publications and posters
- Slogan - wording: Selection of images for preferential use in publications online & offline
- Layout and design of letters, business cards, documents and publications

For communication and publicity services, OS will use the Corporate Design instruments in all public awareness activities.

#### 4.1.2 Annual event

An annual event to brief the achievements of the RCOP will be organised. Representatives of political parties, public authorities, IPA management authorities, Representatives from EU Member States, European Commission, end

recipients / beneficiaries of the projects, major stakeholders of RCOP and media will be invited to the event. These events will present the achievements of the RCOP in the previous years, including amounts allocated, and envisaged activities for the upcoming years.

#### **4.1.3 Launch and Announcement Events**

A launch event will be organized in Ankara, to launch the call for project proposal. Information about priorities, eligibility, procedures, criteria, contacts etc will be shared.

Furthermore, another event will be organized to notify/announce the end recipients of the assistance, which are selected through call for project proposal.

Representatives of political parties, line ministries, OS, IPA management authorities, representatives of EU Member States, European Commission, end recipients / beneficiaries of the projects, major stakeholders of RCOP, media will be invited to these events.

#### **4.1.4 Promotional Materials**

Some promotional materials will be produced and distributed to attract participants in events. The promotional materials will communicate the EU and programme logo, slogan, website address.

Some examples of promotional material include<sup>2</sup>:

- Pens (minimum 3000),
- Notepads (minimum 2500),
- USB Flash Memory (minimum 1000)
- Roll-Ups (minimum 50)
- Folders (minimum 3000)
- Desk Flag Sets (minimum 175)

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<sup>2</sup> Updated in accordance with the TA Project for Publicity, Promotion and Information of RCOP. Communication matrix of the Project is a supporting document that can be examined for communication materials that were produced and to be produced.

- Bags (minimum 2500)
- CD and CD covers (minimum 1500)
- Envelopes (minimum 2500)
- Business cards (minimum 150 per staff member of the OS)
- Giant displays (minimum 5)
- New Year kits (minimum 1000 per year)
- Press kits (minimum 1000)
- Conference kits (minimum 500)
- Events' visibility materials (backdrops, signage, banners) (minimum 1 spider and 500 posters).

## 4.2 Informative Activities

### 4.2.1 Regional Conferences<sup>3</sup>

Regional conferences will be organised in cooperation with the local stakeholders and beneficiaries in the target region. These conferences will provide information regarding the funding opportunities under the RCOP (priorities, eligibility, procedures, criteria, contacts etc).

The main objectives of these conferences are:

- present and discuss the achievements of the previous implementations;
- disseminate information on priorities and measures of the extended programming period (2012-2014)
- strengthen relations between operating structures and regional actors;
- encourage new beneficiaries to participate with their projects in new programming period.

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<sup>3</sup> - Regional Seminars were held between 8 May and 20 June 2013 in 8 cities namely, İzmir, Adana, Diyarbakır, Van, Ankara, Samsun, Erzurum, Konya, İstanbul under the cooperation of the Ministry of Development. As the Directorate, a presentation was made in order to inform stakeholders about the Regional Competitiveness Operational Programme and the questions of the participants were replied. Brochures promoting the OP and a number of promotional materials were distributed.



#### **4.2.2 Publicity/Visibility information days**

Publicity/visibility information days will be organised in selected provinces for awarded final recipient / end recipient of the assistance. The participants will be informed and trained about how to use the *Visibility Guidelines* and good practises of information and awareness building techniques.

#### **4.2.3 Video film**

A video film will be produced to promote the benefits of the RCOP. The video is planned to communicate the aims and objective by showing concrete projects, interviews, facts and background analysis. It is expected to stimulate general public, and to encourage all the relevant stakeholders to actively participate in programming and implementation of RCOP.

The video will be produced on DVD format to be also used as a “warm up” for seminars and presentations. It will be presented if and when necessary during all organizations. The video film will be broadcasted on TV channels as a public spot.

#### **4.2.4 Printed Materials**

The publications will be the most important tools which will cover all relevant data about the OP. In this context, below mentioned material will be produced and distributed:

- minimum 500 copies of twice-folded a4 size brochures on IPA,RCOP, EU.
- minimum 100 copies of Publicity/Visibility Booklet
- a books (minimum 1000 copies) providing information on achievements of RCOP and in particular successful projects financed under the programme
- info-sheets (for minimum 10 projects in minimum 1000 copies) providing information on achievements of RCOP and in particular successful projects financed under the programme
- minimum 6 issues of RCOP bi-annual magazine with a minimum 1000 copies per issue
- minimum 2000 booklets of special events (e.g. photo exhibitions)

- minimum 1000 posters to promote conferences, seminars and workshops.

#### 4.2.5 Website

It is essential to prepare a specific website separate than the existing website of MoSIT. The website should be user-friendly on the basis of following technical criteria:

- having strong visual appeal including pictures and images but “flat hierarchy” of content based on a easy to handle Content Management System (CMS);
- functioning by an intuitive navigation;
- having design which allows users to browse with graphics turned off;
- providing subscription to e-newsletter to disseminate regular updates information about the implementation of the RCOP and post it on the website
- providing a template for requests and comments to be sent electronically.

The website (both in Turkish and English) should include a comprehensive information and background content maintained and updated on a regular basis:

- highlighting the role of the EU by explaining the Lisbon criteria, historical and institutional background about the European Integration as well as information concerning ongoing accession negotiations and financial cooperation;
- explaining the functioning of the IPA, the aims and objectives of cohesion policy in the field of regional competitiveness and its implementation by OS;
- clearly showing what the RCOP has to offer and how it functions providing:

- official and shorter/easier versions of all official documents,
- conditions of eligibility to be met in order to qualify for financing,
- description and procedures for applications, assessment/ evaluation, time-lines;
- announcements on upcoming calls for project proposals;
- indicative budget allocated for the implementation of the RCOP;
- providing a “What’s New?” service with updated information on calls for proposals, awards, launch of projects;
- contacts and links of all the relevant stakeholders on national, regional and local level;
- providing information (name of the beneficiary, project concept, location, indicative budget including EU and national contribution), pictures and links to all projects funded by the RCOP as required by Article 62(2) of the IPA IR;
- special contact information / data to promote relations and cooperation with media;
- having a disclaimer.

### **4.3 Dialog and Interaction**

#### **4.3.1 Relations with media**

The strategy is to build up trust and keep journalists and editors “on side”, thus ensuring the most positive perceptions possible. The broad dissemination of media information will be administered by mailings using a database with personalized contact data of press agencies, editorial offices of print, internet and audiovisual media and independent journalists. Efforts will be made to ensure the participation of relevant experts on media chat shows to highlight key messages and to clarify any misunderstandings about the RCOP.

In addition there is need to establish and strengthen partnerships with media for managing / ensuring sustainable publicity on local, national and international level. To this end, to support the editorial office and serve to required research needs it

will be useful to organize guided site visits and reporting tours to successful projects.

Tools, target groups and frequencies for 3 main types of activities in this Plan are displayed in Table 1:

**Table 1: Activity Target Group Matrix**

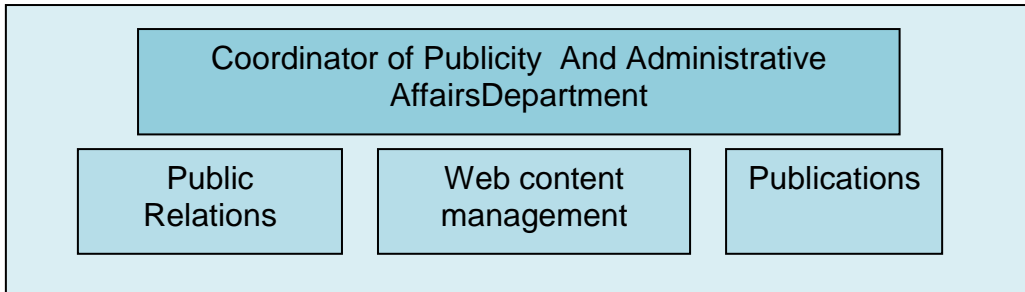
Activities	Tools	Target Groups	Frequency	
<b>1</b>  <b>Public Awareness Activities</b>	1.1.	Annual events	All target groups (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	3 (1 per year)
	1.2.	Launch / Notification Event	All target groups (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	2
	1.3.	Promotional Materials	All target groups, depending on the section (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	
	1.4.	Corporate Design	All target groups (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	
<b>2</b>  <b>Informative Activities</b>	2.1.	Regional Conferences	Potential Beneficiaries,	8
	2.2.	Publicity/visibility information days	End recipients of the assistance	5
	2.3.	Video	All target groups (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	
	2.4.	Printed Materials	All target groups (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	
	2.5.	Website	All target groups (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	
<b>3</b>  <b>Dialog and Interaction</b>	3.1.	Relations with media	All target groups (general public, potential beneficiaries, End recipients of the assistance, actors involved in Programme management)	

## 5 Management of CAP

### 5.1 Publicity and Administrative Affairs Department of the OS and Communication Team

All information and publicity measures will be coordinated and implemented by the Publicity and Administrative Affairs Department of the OS. Publicity and Administrative Affairs Department will be assisted by a technical assistant team.

Main tasks of Publicity and Administrative Affairs Department is to maintain public relations, web content management and preparing publications.



#### 5.1.1 Coordinator of Publicity and Administrative Affairs Department

The **Coordinator of Publicity and Administrative Affairs Department** is responsible for managing the PAAD and reporting progress to the Head of the OS and RCOP stakeholders. The **Coordinator of Publicity and Administrative Affairs Department** should also be responsible for internal communications and ensure the overall management, of the CAP.

#### 5.1.2 Public Relations

A designated PR Expert shall be assigned in the MoSIT to brief the media and to prepare and distribute news releases whenever there are significant events or occasions, e.g. the opening or commissioning of a project etc., or to mark Ministerial speeches and RCOP conferences.

### **5.1.3 Web-manager**

The web manager will be responsible for maintaining the website and editing and placing copy to keep the site updated, removing expired stories and links, updating the database and managing e-newsletter stories and subscriptions.

### **5.1.4 Publications editor**

The editor will manage and administer the range of different publications originated by the OS in the MoSIT, as well as overseeing work with printers etc. An important part of the work will be to identify and prepare success stories and developments for the newsletters. For this reason, the publications editor will probably be involved in the task groups below and help document these stories.

## 6 Technical Assistance

A technical assistance team will be established, through a Project funded by the OP, to assist the OS to manage, implement and monitor the CAP. In this context, two key experts and nonkey experts will be mobilized. The activities of the Project will be compatible with the CAP, but not limited to activities listed in the CAP.



## **7 Monitoring and Evaluation of CAP**

The information should be based on a system of monitoring indicators which are used for benchmarking the performance and the progress made. Moreover, the emphasis of the CAP the logic and interlocking of its instruments and timing of operations will be a subject of evaluation. Regular information on the Communication Action Plan implementation will be provided to the Sectoral Monitoring Committee and the European Commission.

### **7.1 Indicators and verification**

Periodical information on the Communication Action Plan implementation for the Sectoral Monitoring Committee and the European Commission is provided by means of a system of monitoring indicators which are used for benchmarking the performance and the progress made by the main activities. The selection of output indicators listed below chart.

Key performance indicators of CAP are:

Activity	Key performance indicators
Organize events	Media coverage (quantity, accuracy, and positive response), participant list, compliance with EU visibility requirements on invitations, venue / logistics (EU flag, etc), enquiries following event
Organize media relations	Nr of press releases disseminated, nr of briefings and quantity and quality of media coverage thereafter, enquiries after major events. Nr of interviews, site visits set up
Project visual identity	Availability on all materials and at all events. (as evidenced by samples, photos)
Producing video film	Numbers of broadcasting
Publish and distribute leaflets, booklets, brochures, promotion materials	Numbers disseminated
Setup up and maintain website	Number of web hits, number of downloads, frequency with which updated
Publish information on websites	Regularity of updates
Printing of documents and guidelines	Numbers of key documents printed and disseminated
Email, database	Availability of database, number of emails sent to groups
Development of visibility / publicity booklet	Availability of manual, numbers disseminated
Preparing of reports on visibility compliance	Number of reports
Ensuring publication of information about beneficiaries on website	Availability of full list of beneficiaries and amounts awarded (CFCU website)
Attend Internal / coordination meetings	Minutes of meetings and attendance sheets
Media monitoring, rebuttals	Reaction to misleading coverage, position circulated to media and key public spokespersons, frontline staff
Attending trainings	Attendance lists
Monitoring and evaluating communications activities	Monitoring reports and evaluation reports

## 7.2 Evaluation by questionnaire

In the questionnaire provided to stakeholders, beneficiaries and participants of seminars the quality of publications and services will be evaluated according to criteria:

- attractiveness,
- clarity of language,
- balance between text-image,
- on-line and off-line electronic products,
- ease of use and access,
- asking for ideas for improvements.

Events will be evaluated by questioning

- quality of the organisation (punctuality, functioning of services, performance of personnel in charge of the organization);
- level of participation in the debate;
- professionalism, clarity and length of speeches;
- quality of the documentation distributed;
- ease of access to the event site.

## 8 INDICATIVE BUDGET 2010-2017

BUDGET FOR COMMUNICATION ACTIVITIES	Quantity	2010 EUR	2011 EUR	2012 EUR	2013 EUR	2014 EUR	2015 EUR	2016 EUR	2017 EUR	TOTAL EUR
<b>Promotion and Public Awareness Activities</b>										
Annual Event	1 per year	-								300.000
Launch event and announcement event	2									150.000
Promotional materials						50000	50.000		50000	150.000
Corporate Design		15.000 (FWC)								15.000
<b>Informative Activities</b>										
Regional Conferences	6									120.000
Publicity/Visibility Information Days	5						30000			30.000
Video (with broadcasting)	5						125.000			125.000
Printed materials						25000	50.000	25000	25000	125000
Develop and maintain Website		150.000 (FWC)								150.000
<b>Dialog and Interaction</b>										
Media Relations	Ongoing									125000
<b>Local experienced expert</b>				250.000	150.000	100.000	40.000	50.000		590.000
<b>Incidental Budget</b>				55.000	55.000	55.000	55.000	50.000		270.000
<b>GRAND TOTAL</b>										<b>2.150.000<sup>4</sup></b>

<sup>4</sup> The TA Project for the Publicity, Information and Promotion of RCOP, which serves to implement the CAP, is contracted with a budget of EUR1.961.400. The budget allocated to incidentals is EUR 902.000.

## 9 INDICATIVE TIMETABLE OF ACTIVITIES

ACTIVITIES	2013				2014				2015				2016				2017			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Annual event																				
Launch event, Announcement Event																				
Regional Conferences																				
Publicity / Visibility Info Days																				
Designing & functioning a web site																				
Corporate Design																				
Designing & purchasing promotional materials																				
Printed materials																				
Publication of pub./vis materials																				
Video film																				
Media activities																				