



**COMMUNICATION PLAN  
MED PROGRAMME  
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**2007-2013**

**Managing Authority: Provence Alpes Côte d'Azur Region**

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## CONTENTS

### Part 1: Context and strategic orientations

1. Programming context, 2007-2013 .....	3
2. Review of existing European regulations .....	4
3. Key issues set out by the European Community.....	5
4. Challenges with respect to Communication .....	5
5. Strategic orientations .....	6

### Part 2: Communication strategy

1. Communication objectives.....	7
2. Targets and key messages.....	8
3. Positioning .....	9
4. Network approach.....	9
4.1. National Coordinating Bodies and national contact points .....	9
4.2. Internal Communication .....	10
4.3. European Commission.....	10
4.4. Thessaloniki and Valencia liaison offices.....	11
4.5. Funded project operators .....	11

### Part 3: Suggested tools and actions

1. Communication tools.....	12
1.1. Communication tools .....	12
1.2. The Programme MED Internet website.....	13
2. Communication activities .....	14
2.1. Seminars and events .....	14
2.1.1. Annual transnational event.....	14
2.1.2. "MED application" technical seminar.....	14
2.1.3. MED/ ENPI/IPA coordination seminar.....	15
2.1.4. Meeting with National Coordinating Bodies and national contact points .....	15
2.1.5. Communication and finance seminars .....	15
2.1.6. Capitalisation seminars .....	15
2.2. Press/media relations.....	17
2.3. Other possible actions.....	17
2.3.1. Institutional seminars.....	17
2.3.2. Photo exhibitions featuring the best projects .....	17

### Part 4: Implementation, assessment and budget

1. Communication plan implementation.....	18
2. Assessment .....	19
3. Estimated budget.....	19

## Part 1 CONTEXT AND STRATEGIC ORIENTATIONS

### 1. Programming context, 2007-2013

The MED operational programme, co-financed by the ERDF, was approved by the European Commission on December 2007, decision n. (C(2007)6578. The main aim of MED Programme is as follows:

Making the whole of the MED area an entity capable of competing with its international competitors, a vital condition to ensure growth and employment for future generations. Furthermore, the principle of sustainable development involves encouraging territorial cohesion and becoming actively involved in the promotion of environmental protection.

For the period stretching from 2007 to 2013, the Med programme's transnational cooperation is largely based on previous cooperation areas, bringing together the Medoc and Archimed areas.

The following regions are included in the MED area:

- **Cyprus:** the whole of the national territory
- **Spain:** six regional Autonomous Communities and the two autonomous cities: Andalusia, Aragon, Catalonia, the Balearic Islands, Murcia, Valencia, Ceuta and Melilla.
- **France:** four Regions - Corsica, Languedoc-Roussillon, Provence - Alpes - Côte d'Azur, and Rhône-Alpes.
- **Greece:** the whole of the national territory
- **Italy:** eighteen Regions: Abruzzo, Basilicata, Calabria, Campania, Emilia-Romagna, Friuli-Venezia Giulia, Lazio, Liguria, Lombardy, Marche, Molise, Piedmont, Puglia, Sardinia, Sicily, Tuscany, Umbria and Veneto.
- **Malta:** the whole of the national territory
- **Portugal:** two Regions – Algarve and Alentejo
- **United Kingdom:** One Economic Programme Region - Gibraltar
- **Slovenia:** the whole of the national territory

In addition, participation of other territories is possible but limited. The MED programme is especially keen to invite candidate and potential Mediterranean candidate countries to join it, bearing in mind that these countries will be participating with their own funds from Instruments for Pre-accession Aid (IPA).

The aims of the programme are structured around four priority axes:

Axis 1: Strengthening innovation capacities

- Dissemination of innovative technologies and know-how
- Strengthening strategic cooperation between economic development actors and public authorities.

Axis 2: Protection of the environment and promotion of a sustainable territorial development

- Protection and enhancement of natural resources and heritage
- Promotion of renewable energy and improvements of energy efficiency
- Maritime risk prevention and strengthening of maritime safety
- Prevention and fight against natural risks

Axis 3: Improvement of mobility and territorial accessibility

- Improvement of maritime accessibility and of transit capacities through multimodality and intermodality
- Support to the use of information technologies for a better accessibility and territorial cooperation

Axis 4: Promotion of polycentric and integrated development of the MED space

- Coordination of development policies and improvement of territorial governance.
- Strengthening of identity and enhancement of cultural resources for a better integration of the Med space

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## **3. Review of existing European regulations**

Articles 2 to 9 of Regulation (EC) No 1828/2006 set out rules for the implementation of Council Regulation (EC) No 1083/2006 and of Regulation (EC) No 1080/2006 with respect to information and publicity:

- Establishment of a communication plan examined by the European Commission.
- Designation of the persons responsible for implementing the communication plan
- Implementation of a number of actions:
  - A major event when the programme is launched
  - One major action per year

- Display of the European Union flag in front of the premises of each managing authority during the Europe Week from May 9 onwards.
- Ensuring that partners of financed projects provide publicity
- Publishing, in electronic or other form, the list of the beneficiaries of funding, the name of the projects in question, and the amount of public finance allocated to these initiatives.
- Submitting an indicative budget for implementing the communication plan
- Planning assessment methods for Communication initiatives.

#### **4. Key issues set out by the European Community**

Pursuant to the key issues set out by the European Community, the two main objectives of Communication are as follows:

- **Ensuring transparency**

All actions and tools developed should enable increased awareness on the part of potential beneficiaries and beneficiaries of funding, informing them and making operating procedures and rules accessible.

- **Raising awareness of positive contributions by the European Union**

This objective includes to make the public opinion (the general public and the media) aware of the positive contributions of the European Union in the founded operations and the positive impact in the social and territorial development. It also includes informing relevant civil servants and elected regional/local politicians.

#### **5. Challenges with respect to Communication**

In order to respond to the communication objectives, communication of the MED Programme has to take up several challenges:

##### **Addressing targets with very different levels of awareness of the subject**

The MED Programme has to address a wide variety of audiences (potential beneficiaries, beneficiaries of funding, relevant civil servants and elected regional/local politicians, public opinion/media) whose familiarity with European funding varies widely. The terms of European funding may sometimes appear complicated to some non-specialist audiences. This aspect may constitute an obstacle to understanding the objectives and contributions of the programme for some audiences, such as the general public or relevant civil servants and elected regional/local politicians.

##### **Raising awareness on the part of relevant civil servants and elected regional/local politicians**

Among these groups, elected officials are a key communication target. To fulfil the main objective, communication and activities undertaken as part of the MED programme need to be able to raise awareness on the part of relevant civil servants and elected regional/local politicians so that the latter can apprehend the programme's results and relay them in their territorial development policy. If they are well-informed, they can also provide impetus for projects which will be beneficial to the area.

##### **Communicating at a transnational level**

The transnational nature of the MED programme means that it is addressed to a wide variety of audiences in a number of different countries. Furthermore, the fact that the JTS is geographically remote means that it is not possible to provide direct management of communication activities within each Member State. This particularity gives rise to an additional difficulty in providing efficient

distribution of information and ensuring proper impact of communication initiatives and implies to work closely with all national contact points.

### **Role of funded beneficiaries in the communication**

Funded beneficiaries have also a key role to play in the communication as ambassadors of communication through:

- The respect of information and publicity regulations to disseminate project's activities and results and to inform of the financial assistance allocated by the European funds (Communication at the Project level)
- The Communication resources that they can provide to support the communication effort of the programme on concrete progress and results. (Communication at the programme level)

The key challenge consists in ensuring that the funded beneficiary meets the information and publicity requirements and encouraging him to fully play this role.

## **6. Strategic orientations**

To respond to these different challenges, the following orientations will be adopted:

### **A training-based approach with segmented communication addressed to specific targets**

To optimise understanding of the programme by all the targets concerned, communication will be tailored to the knowledge of each specific audience (register, messages, type of initiative). Over-technical terms will be avoided in favour of terms and tools which are capable of illustrating territorial actions of the MED Programme and the European Union in general. Communication will rely heavily on the promotion of projects and achievements throughout the programme (progress of the programme, examples of projects carried out, mini reports from project operators, etc). Particular emphasis will be placed on this aspect during the capitalisation phase.

### **A specific approach for relevant civil servants and elected regional/local politicians**

Appropriate thought will be given to defining how to reach this specific target group and raise awareness of the benefits of the programme. Specific approaches and activities may be implemented in cooperation with Member States and Regions.

### **Approach with the national contact points**

To ensure dissemination of the information and the impact of communication activities at the local level, a specific approach and related initiatives will be proposed to the national contact points including: participative approach, provision of communication tools for dissemination, collaboration on certain activities, coordination of the communication plan of the program with communication plan of National Coordination when necessary and possible. This approach will be detailed in page 10 of the communication plan.

### **Bi lateral approach towards the funded beneficiary**

To enable funded beneficiaries to become ambassadors of communication, a specific approach will be developed with the latter including: support concerning the rules of information and publicity and the communication of the project, coordination of the communication plan of the project and communication plan of the MED programme when necessary, provision of communication resources provided by the funded beneficiary to support the communication of the programme, development of joint activities, etc. This approach will be detailed in page 11 of the communication plan.

## Part 2 **COMMUNICATION STRATEGY**

### **1. Communication objectives**

To fulfil the objectives of various phases of the programme, the Communication plan will be structured around three key phases which may overlap somewhat:

- The launch phase (end 2007-2009)
- The implementation phase (2009-2013)
- The capitalisation phase (2013-2015)

Each phase has its own series of priority objectives which govern the activities and tools to be deployed. The number of crosses symbolizes the importance of the effort of communication which may vary according to the objective and phase.

Objectives	Programming Phase		
	Launch	Implement- ation	Capitalisation
Raising awareness of the opportunities provided by the programme	XXX	X	X
Encouraging the emergence of high-quality projects	XX	XXX	XX*
Mobilising networks to improve dissemination of information	XX	XXX	XX
Enabling beneficiaries to become ambassadors of communication		XXX	XXX
Informing beneficiaries of their obligations in terms of publicity and information.	X	XXX	XX
Highlighting the positive contributions of initiatives co-financed by the EU in the MED area regions.	X	XX	XXX
Capitalising tools and methods	X	X	XXX
Enabling relevant civil servants and elected regional/local politicians to become aware of and apprehend the results of programme initiatives to develop projects at the local level.	X	XX	XXX

\*By highlighting on-going projects of the programming period, seminars organised during the phase of capitalisation can promote the emergence of projects for future programmes.

## 2. Targets and key messages

Segmenting the different targets into four distinct groups will enable suitable adaptation of information content, key messages and activities to be deployed.

Target Group	Target	Disseminated information	Key messages
<b>Potential beneficiaries</b>	The potential beneficiaries described for each axis of the Operational Programme	Documentation and information about the programme and funding possibilities to ensure proper understanding and good-quality proposals.	Possibilities provided by the programme, advantages of joining a transnational project
<b>Beneficiaries of funding</b>	Lead partners and partners of funded projects	Implementation manual for project operators (financial management of projects, obligations in terms of information and publicity, communication guides)	<ul style="list-style-type: none"> <li>▪ Obligations and Responsibility in terms of information and publicity and potential role of project operators as ambassadors of communication</li> <li>▪ Financial management of projects</li> </ul>
<b>Relevant civil servants and elected regional/local politicians/institutions</b>	National public authority, regional public authorities, local public authorities, etc	<ul style="list-style-type: none"> <li>▪ General information about the programme and how it relates to previous programmes</li> <li>▪ Information about progress of the programme, good examples of ongoing projects, examples of best practices (capitalisation phase).</li> <li>▪ Potential for mainstreaming and capitalisation.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Benefits of transnational cooperation (examples from previous programmes and this programme)</li> <li>▪ Demonstrating the positive results of the programme and how these results can be reproduced at the local level.</li> </ul>
<b>Public opinion/Media</b>	Regional local media Specialist press National media General public	<ul style="list-style-type: none"> <li>▪ Practical and positive contributions of the European Union (best practices sheet, case studies, mini reports from project operators, examples of outputs etc.)</li> <li>▪ Results/impacts of transnational Cooperation programmes.</li> </ul>	How transnational cooperation programmes help regions in the MED area and contribute to progress in the priority-axis themes



### **3. Positioning**

In order to address a coherent message in the frame work of the various activities, the MED Programme must have a strong and clear positioning in terms of:

- Image: its visual identity and graphics standard must be widely disseminated to all the programme's various stakeholders.
- Content: key messages relating to the MED programme, transnational cooperation and key messages tailored to the audience being addressed.

Care will be taken to communicate on two levels:

- At a Programme level: MED programme definition: why? Who? How? Etc.
- At a project level: The priority axes and related projects (innovation, sustainable development... in the MED area regions) will help to illustrate the positive impact of the programme MED.

Work will also be carried out to capitalise on the contributions from previous programmes (Medocc and Archimed) by incorporating the most significant examples of the benefits of transnational programmes and positive repercussions at the level of a territory.

### **4. Network approach**

The impact of communication and the actions undertaken relies largely on the possibility of implementing a network approach, enabling information to be disseminated at the local and regional levels and multiplying the extent of communication. It is also important to take into account the role that beneficiaries of funding can play in the communication of the programme.

#### **4.1. National Coordinating Bodies and national contact points**

In close cooperation with National Coordinating Bodies and national contact points, the JTS will implement a set of tools and actions to ensure visibility for the programme and its results throughout the 2007-2015 period.

In particular, the JTS and the national contact points will take care to cooperate with national and regional structures.

The suggested approach is summarised in the table below:

The JTS...	National contact points...
Provides a set of communication tools*	Disseminate information to regional and network contacts
Provides information about the progress of the programme (programme results, newsletter, project case studies, etc)	<ul style="list-style-type: none"> <li>▪ Provide a regional circulation list (possible collaboration with the JTS to compile this circulation list)</li> <li>▪ Disseminate information to all contacts and to the media.</li> </ul>
Compiles a press kit for the MED Programme and the major events in the MED programme (available for translation)	<ul style="list-style-type: none"> <li>▪ Compile a press kit (collaboration possible with the JTS to compile the circulation list)</li> <li>▪ Dissemination of the press kit, press releases and newsletters; invitations to journalists.</li> </ul>

\* *Potential tools available:*

- *Visual identity (downloadable logo in different formats) and guidelines for use of the visual identity*
- *Brochures and key messages about the programme*
- *Website (public site and restricted-access area)*
- *Press releases and communication of any information of use to the media*
- *Content to be included in the Newsletter and networks' specialist magazines*
- *Press kit*
- *Information pack for organising conferences*

To set up tools and communication initiatives, the JTS will be suggesting a participative communication approach: this will enable National Coordinating Bodies and national contact points to contribute their suggestions relating to challenges, strategy and the tools and activities that have been selected for the communication plan, so that they can be adjusted to the context and requirements of each Member State.

This discussion could take place by means of fact sheets (summary sheets highlighting the objectives, content and approach taken for each type of tool or action). This discussion could be followed by a meeting with all national contact points enabling the pooling of discussion topics and coordination of action plans.

## **4.2. Internal Communication**

Employees of the structures and various actors of the programme MED (JTS, Managing authority, structures of National Coordinations and national contact points ...) represent also an avenue of communication and can take part to diffusing the messages. The JTS will place at their disposal the communication tools to ensure the visibility of the program within these structures.

## **4.3. European Commission**

The JTS will inform the Directorate General for Regional Policy of all tools and activities developed during the progress of the programme. On request of the Commission (for instance, as part of the Open days week or Europe Week), the JTS can supply communication tools based on ongoing projects and/or completed projects.

#### **4.4. Thessaloniki and Valencia liaison offices**

Close communication will be maintained with the Thessaloniki and Valencia liaison offices to ensure coordination with the Instrument for Pre-accession Aid (IPA) and the Mediterranean Basin European Neighbourhood and Partnership Instrument (ENPI). These two Liaison Offices will provide added value through their work on communication, capitalisation and coordination of existing tools between these programmes and the MED Programme.

The Valencia office will be working more particularly to identify positive dynamics and benefits common to the MED and Mediterranean Basin ENPI CBC Programmes. To this end, the Office will serve as both information and a reference point: disseminating information about the particularities of each programme to direct potential beneficiaries; general dissemination of results and best practices; and joint seminars relating to project management and seminars on the internal methods used in projects' best practices. Using harmonisation tools, the office will also be ensuring that there is no duplication of projects submitted to either of the programmes, so that there is no doubling-up of funding.

The office of Thessaloniki is in charge of coordination and capitalisation work with partnerships and programmes from IPA countries. It has to ensure exchanges of information between these programmes and the MED Programme.

#### **4.5. Funded project operators**

Funded beneficiaries also have a key role to play in the communication plan. The visibility of their projects' results is one way of raising awareness of progress made possible by the programme and its results. A bilateral approach is required, with two-way interaction between the JTS and funded project operators.

The suggested approach is summarised in the table below:

<b>JTS to project operator</b>	<b>Project operator to JTS</b>
Support with respect to the rules on obligations of information and publicity.	Sending out regular content (texts, information about the progress of the project, photos, events relating to the project, etc) which may constitute a communication resource that can be used by the programme's channels of communication (website, newsletter, etc)
Support with respect to communicating about the project: Technical seminars (see "events" section), pro forma documents, media relations guide, etc.  Within the framework of the half-yearly progress report provided by funded beneficiaries, the STC will analyze the developed communication actions and will propose amendments, if necessary.	<ul style="list-style-type: none"> <li>▪ Consultation with the communication officer of programme MED concerning the communication plan.</li> <li>▪ Supplying details of the project's communication activities in half-yearly progress reports.</li> </ul>
Making available communication tools developed for communicating about the programme	Making available communication tools developed as part of the project, to be incorporated into the "project" component of the MED Programme communication.
<b>SHARED COMMUNICATION TOOLS</b>  <b>Particularly during the capitalisation phase, a common core of some types of communication tools can be developed in collaboration with the funded project operator (project case studies, mini video report, etc).</b>	

## Part 3 **SUGGESTED TOOLS AND ACTIONS**

### 1. **Communication tools**

To ensure the transnational visibility of the MED programme, the JTS will be developing a range of Communication tools in the programme's two official languages (English/French). The following table provides a summary of the planned tools and their dissemination according to targets.

#### 1.1. Communication tools

Descriptif	Objective	Potential ben.	Funded ben.	General Public	Media	Relevant Civil servants...
<b>Internet web site</b>	See page 12	▪	▪	▪	▪	▪
<b>Visual identity</b>	To have a visual identity and documents models for communication of the MED Programme	▪	▪	▪	▪	▪
<b>Information brochure on the Programme</b>	To provide information on the programme, priority axes, criteria of eligibility...	▪		▪	▪	▪
<b>Publicity Kit for funded beneficiaries</b>	To inform of the rules and procedures regarding information and publicity		▪			
<b>Finance guide finance for funded beneficiaries</b>	To inform funded beneficiaries of the rules and procedures concerning the financial management of the project		▪			
<b>Conference and Internal Communication</b>	To visually accompany each event and to ensure the visibility of the program within the structures of programme's actors.	▪	▪	▪	▪	▪
<b>Press kit/Press releases</b>	To provide documents and contents to be used by journalists	▪		▪	▪	▪
<b>News flash (E-mail)</b>	To inform about the last updates on the Web site (recent documents published, news...)	▪	▪			
<b>Half-yearly Newsletter (PDF)</b>	To Inform about progress made and new facts concerning the projects and the programme	▪	▪		▪	▪
<b>Promotional Spot</b>	Ensure the visibility of the programme	▪		▪	▪	▪
<b>Best practices brochure</b>	To present the best practices per priority axis	▪		▪	▪	▪
<b>Project mini-reports and interviews with project operators (audio and/or Video)</b>	To illustrate in an educational manner contributions of the program and the EU in general through the presentation of good examples of projects. To feed the Internet site and the audio-visual media.	▪		▪	▪	▪
<b>DVD (featuring all results and best projects) and brochures impacts and conclusions of the programme</b>	To have a communication tool allowing to highlight all the results and impacts of the programme.				▪	▪
<b>Promotional material (Pens, USB keys, bags ...)</b>	Ensure the visibility of the Programme	▪	▪	▪	▪	▪

## 1.2. The Programme MED Internet website

The MED programme website is a key tool for programme communication. Its main aim is as follows:

- Providing complete information about the programme, terms of access, rules and procedures to potential and funded project operators.
- Enabling project operators to find partners, raising the profile of a project, project events etc at a transnational level.
- Communicating about the programme's progress, ongoing projects and achievements throughout the duration of the programme.

There are several components to the website:

- The Programme space provides general information about the programme: definition, priority axes, eligible areas, etc
- The Project space informs potential and funded beneficiaries about the terms of access to the programme (general admission criteria, preparing submissions) and obligations and responsibilities of funded project operators (financial management of the project, information and publicity)
- The Communication space makes it possible to communicate about programme events, current events and news from the programme and projects underway. This section can host all the communication tools (visual identity, logos, brochures, etc)
- Two tools will be made available to project operators:
  - A "project forum" where project ideas can be consulted and partners sought.
  - A database of approved projects including a list of beneficiaries, the amount of funding, projects' aims and expected results, etc

The website will provide a full list of beneficiaries, with details of Lead Partner, project partners, amount of ERDF received, project objectives and themes, and will be updated as the project progresses.

Generally speaking, the emphasis for the website will be on raising the profile of achievements and projects underway.

Other sections of the website include: contacts, download of reference documents for the programme, glossary, FAQ, links to useful sites...

Other possible sections (future developments):

- Browsing by priority axis, enabling priority axes and their related projects to be highlighted (with direct access from these pages to the project database)
- Addition of a "Focus" section on the homepage in which one particular project or region can be highlighted.
- Feature enabling direct content uploads of certain sections (project news/photos, events) from project operators. Those sections will be moderated.

## **2. Communication activities**

A number of communication activities will be organised. The JTS may play a variety of roles during the course of these actions: they may be directly organised by the JTS, or the JTS can be involved in requesting communication tools and making them available.

### **2.1. Seminars and events**

#### ***2.1.1. Kick off seminar***

The seminar which took place the 22<sup>nd</sup> of November 2007 in Marseille settled not only the beginning of the Programme but also the conclusion of a long cooperative work between the Managing Authority, the Member States and the Commission regarding its installation.

The will of a thousand persons - experts and representatives of public authorities, associations, universities and various entities coming from all the eligible countries of the Programme - to take part in the initiative shows the importance and the potential of the MED Programme.

Opened by the Vice President of the Region, Mr Christophe CASTANER, the launching day saw the intervention of the European commission, the Portuguese Presidency of the European Union as well as Managing Authorities of the previous programs (MEDOCC and Archimed).

The current Managing Authority of PACA Region underlined the news aspects of the Programme, in particular the importance of the strategic projects and successful partnerships as well as the capitalisation of the results coming from projects of the previous period.

Following the plenary session, thematic workshops on the four priority axis of the Programme - Strengthening innovation capacities, Environmental protection and promotion of a sustainable territorial development, Improvement of mobility and of territorial accessibility, Promotion of a polycentric and integrated development of the Med space - were organised in order to present them in details and to begin a reflection on the projects than can potentially fall within their scope.

Finally the "partnership coffee area" showed its usefulness for the emergence of first joint project ideas.

#### ***2.1.2. Annual transnational event***

Every year, a large-scale transnational event will provide an opportunity to communicate about the programme's potential and upcoming calls for projects, as well as about the progress of the programme and ongoing projects.

Choosing several examples of good projects can be envisaged during the implementation phase, to illustrate the type of project which is eligible and motivate potential project operators.

Media actions and specific workshops for relevant civil servants and elected regional/local politicians can be linked to this type of event.

#### ***2.1.3. "MED application" technical seminar***

At the start of each call for projects, national and transnational technical seminars will be held to provide all relevant information to interested potential beneficiaries to explain how to submit the application. These seminars can be combined with specific workshops for each axis.

#### **2.1.4. MED/ ENPI/IPA coordination seminar**

A seminar will be organised to ensure coordination between the communication activities relating to the MED Programme and those relating to other European funds.

MED Programme and ENPI Mediterranean Basin Programme joint communication activities such as forums, seminars on questions of common interest and studies relating to practical points of interest for partners and potential partners can be organised. For this type of initiative, prior approval of the Monitoring Committee of both Programmes will be a prerequisite.

#### **2.1.5. Meetings with National Coordinating Bodies and national contact points**

This would consist of seminars bringing together national contact points to promote coordination of communication activities in the regions covered by the MED area. These seminars can be planned at the start of the launch phase and prior to the start of the implementation and capitalisation phases.

#### **2.1.6. Communication and finance seminars**

For each wave of selected projects and throughout the life of the project, the JTS will organise seminars for the funded project operators. These seminars will enable them to be informed and trained in their obligations with respect to:

- Information and publicity and their potential role in the communication of the programme.
- Financial management of the project

#### **2.1.7. Capitalisation seminars**

During the capitalisation phase, several capitalisation seminars will be organised in the various MED area countries (one seminar for each priority axis plus one general seminar). These seminars will take the form of exchanges of experience, plus the start of discussion around the issue of "how can we reproduce this experience at the regional level?" Care will be taken to ensure that the results described are easily understandable to all, including relevant civil servants and elected regional/local politicians. These seminars will be filmed and made available as downloads from the website.

The following table summarises the various seminars and events planned over the programme's life cycle. This proposal may be reviewed depending on the number and dates of calls for projects as well as requests on the part of Member States

**Summary and provisional schedule of seminars and events**

Seminar	Objective	Frequency	Potential ben.	Funded ben.	General Public	Media	Relevant civil servants
<b>Annual transnational event</b>	Providing information about the potential of the programme Encouraging emergence of the project and partnerships for forthcoming calls for projects. Communicating details of the programmes' progress (good examples of ongoing projects)	Once a year (From 2008 to 2015)	▪	▪	▪	▪	▪
<b>"Infodays" national/transnational seminars</b>	Providing practical information about putting together and submitting candidatures.	At the opening of each launch of calls for projects. (2008-2013)	▪		▪	▪	▪
<b>"National contact point" meeting on Communication</b>	Promoting coordination of communications initiatives in the regions covered by the MED area	During the launch phase and prior to the start of the implementation and capitalisation phases (2008-2010-2012)					
<b>JTS/liaison office meeting</b>	Coordinating and harmonising Communications initiatives relating to various European programmes	2009					
<b>MED/ ENPI/IPA seminars</b>	Raising issues of common interest to both programmes.	Information sessions may be organised during the course of MED seminars.	▪		▪	▪	▪
<b>Communication and Finance seminars</b>	Informing and training funded beneficiaries with respect to financial management of projects and their obligations in terms of information and publicity	For each call for projects (2009-2010-2011-2012)		▪			
<b>Capitalisation seminar</b>	Providing information about programme results, capitalising resources and methods, demonstrating the programmes' added value and the involvement of the EU in the MED area regions.	During the capitalisation phase (2013-2015) (1 per priority access plus 1 general seminar)	▪		▪	▪	▪
	Display of the European flag in front of the Managing Authority premises for one week	Each year, starting 9 <sup>th</sup> of May, for one week	▪	▪	▪	▪	▪



## **2.2. Press/media relations**

The European, specialist, national and regional press is an important potential avenue of communication. To ensure dissemination of information to the media, a network approach is required, involving national contact points.

The JTS will put together a general press kit about the programme to the purpose of being circulated to regional media in the MED area regions.

This approach may be repeated during the programme's progress on the occasion of major events or programme milestones. This will enable regular dissemination of information to the press.

Specific activities addressed particularly to regional media may also be carried out: Europe Week, regional events having a direct relationship with the priority axes, etc

## **2.3. Other possible actions**

In addition to the seminars listed above, other activities may be envisaged in cooperation with Member States and regions within the MED area to address specific objectives and/or targets.

### ***2.3.1. Institutional seminars***

"Enabling relevant civil servants and elected regional/local politicians to become aware of and apprehend the results of programme actions on regional development policies"

To fulfil this communication objective, seminars aimed specifically to this target may be envisaged in cooperation with Member States and the relevant regions. As part of these initiatives, the JTS may develop a specific approach along with relevant communication tools.

### ***2.3.2. Photo exhibitions featuring the best projects***

To raise the public profile of the programme and the involvement of the European Union in the MED area regions, photo exhibitions covering the best projects may be organised in cooperation with States and regions.

## Part 4 **ASSESSMENT AND BUDGET**

### 1. Implementation of the Communication plan

The communication officer of the Joint Technical Secretariat will ensure the implementation of the communication plan in close cooperation with the national contact points. According to specific needs, some activities could be outsourced. The monitoring committee will be updated of advancement of the communication plan and activities to enable the adaptation of the communication activities and planning if necessary.

Communication activities will be subject of a regular follow-up so that the results can be evaluated and integrated within the communication strategy and that adjustments can be made if necessary.

With this intention, realisation and results indicators will be defined for each type of communication tools and actions developed, as summarised in the table bellow.

<b>Tool/Activity</b>	<b>Realisation indicators</b>	<b>Results indicators</b>
<b>Internet web site</b>	Number of pages published on the web site. Regularity of updates	Number of visits, number of hits per page, duration of the visits, number of pages visited, nature of the pages visited, reference of the web site, satisfaction survey.
<b>Brochures, mini reports, DVD best practices and brochures impacts and conclusions of the programme</b>	Number of brochures created.	Number of tools disseminated, additional tools requested, satisfaction survey
<b>Newsletter</b>	Number of Newsletters created	Number of readers of the newsletter, satisfaction survey.
<b>Press relations</b>	Number of press kits sent, number of press releases issued.	Number of press articles, number of participants to press conference or organised seminars
<b>Events and seminars</b>	Number of events organised, number of invitations sent.	Number of participants to events, satisfaction surveys

## **2. Assessment**

The actions of information and publicity will also be evaluated:

- Within the framework of the general evaluation of the programme: in the annual reports, with mid-term in 2010 and during the final evaluation.
- Through online questionnaires or surveys, an assessment of the communication activities will be carried out at mid-term and at the end of the programme to analyse the impact of developed communication activities and tools.

## **3. Estimated budget**

The total estimated budget for communication activities for the 2007-2015 period is 1 322 943 Euro. A breakdown by year is available in Annex 1 of the communication plan. This provisional budget has been drawn up on the basis of the experiences and communication plan of previous programmes and may be amended in the light of results and requirements during the course of the programme.

**ANNEX 1:**  
**Budget breakdown per year**

Description	2007	2008	2009	2010	2011	2012	2013	2014	2015
<b>Tools</b>									
Internet web site	35 844 *	10 000	2000	2000	2000	2000	2000	2000	2000
Visual identity	26 484*	2000							
Information brochure on the Programme	1291*	3000	2000	3000	2000	2000	2000	2000	
Publicity Kit for funded beneficiaries		4000	3000	2000	2000	2000			
Finance guide finance for funded beneficiaries		3000	2000	2000	2000	2000			
Conference and Internal Communication kit		7000					8000		
Press kit/Press releases		3000	2000	2000	1000	1000	2000	3000	2500
Half-yearly Newsletter (PDF)		5000	3000	3000	3000	3000	3000	3000	3000
Promotional Spot		5000			3000				
Best practices brochure					8000		8000		
Project mini-reports and interviews with project operators (audio and/or Video)				4000			18 000		
DVD (featuring all results and best projects) and brochures impacts and conclusions of the programme							5000		
Promotional material	2091*	4000	3322	3000	3000	3000	3000	3000	3000
<b>Actions</b>									
Launching seminar	117 408*								
Annual transnational event		60 000	60 000	60 000	60 000	60 000	60 000	60 000	60 000
"Infodays" national/transnational seminars		20 000	20 000	20 000	20 000	20 000	20 000		
MED/ ENPI/IPA seminars			20 000						
Seminars for funded project bearers		20 000	20 000	20 000	20 000	20 000	20 000		
Capitalisation seminar								200 000	
<b>TOTAL PER YEAR</b>	<b>183 121</b>	<b>146 000</b>	<b>137 322</b>	<b>121 000</b>	<b>126 000</b>	<b>115 000</b>	<b>151 000</b>	<b>273 000</b>	<b>70 500</b>
<b>TOTAL BUDGET FOR THE PROGRAMMING PERIODE**</b>	<b>1 322 943</b> <b>** TOTAL BUDGET AMONG WHICH 75% OF EU &amp; ERDF CONTRIBUTION AND 15% OF NATIONAL CONTRIBUTION</b>								

**\* AT MED - 2007 expenses**

The ERDF co-financing rate for the technical assistance is 75% for the whole MED space.