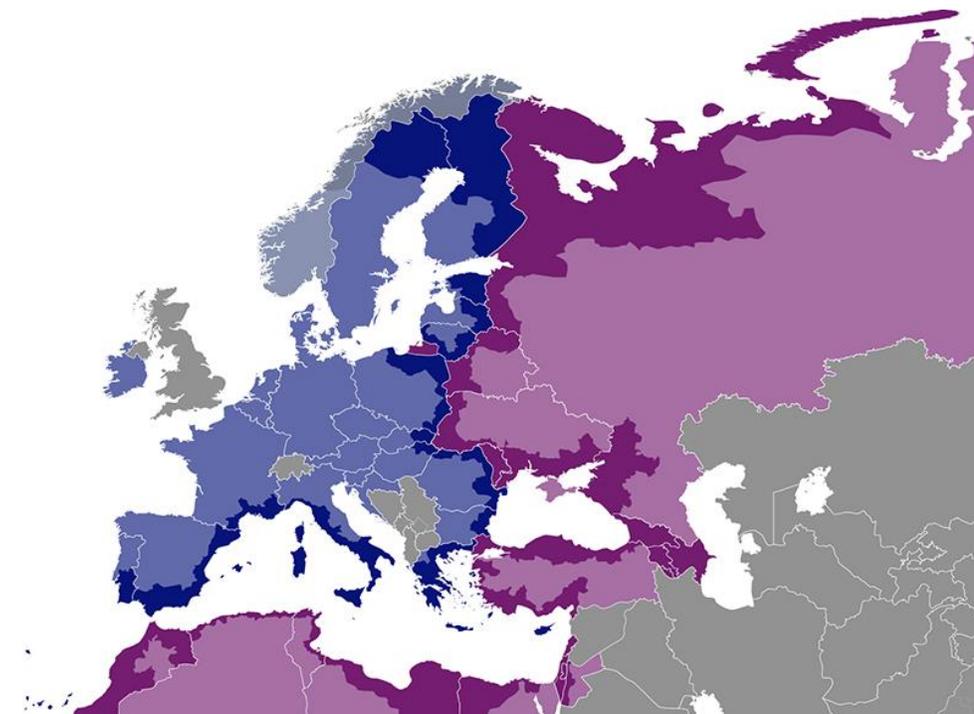




Technical support to the implementation and management of ENI CBC programmes

# Annual Information & Communication Plan

ENI CBC CommNet meeting (9 June 2020)



A project funded by the European Union



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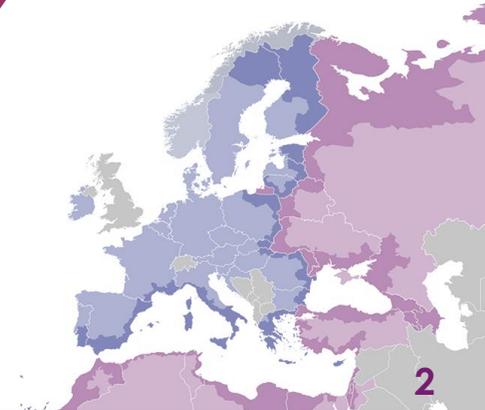


## The past

**Overview of  
activities of the  
previous year**

## The future

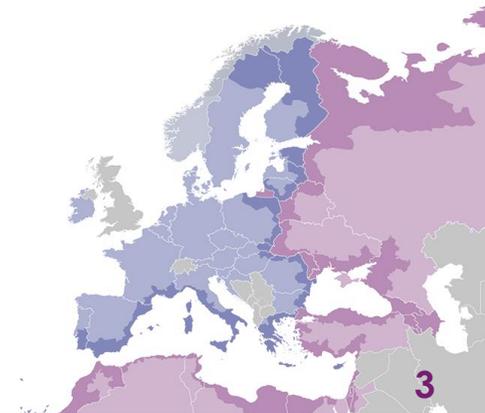
**Overview of  
activities in the year  
for which the plan is  
developed**



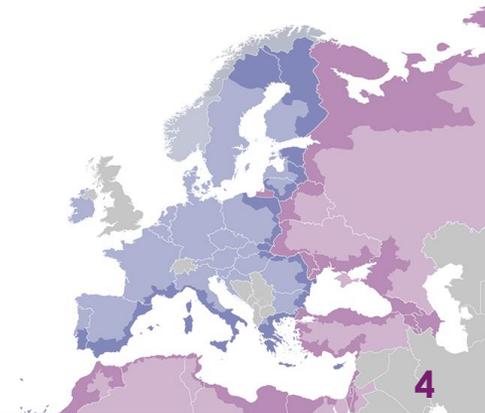


# The past

- Describe the **main info-com activities** implemented
- Describe if there were major **changes** to what you had planned
- Provide **your own evaluation** about what you did, and the lessons learned



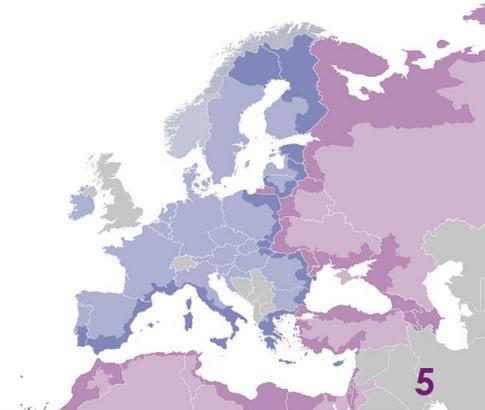
## B) The future – Objectives as core element of the plan





# The future

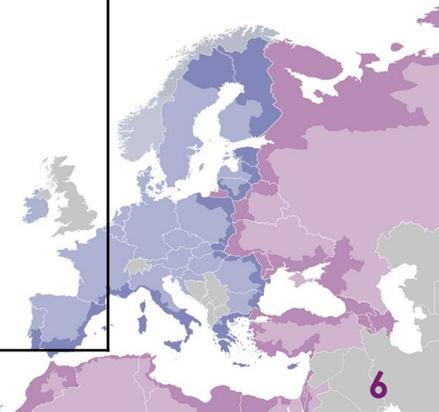
- Describe your (specific) **communication objectives**
- The **target group(s)** addressed under each objective
- The **key messages** per target groups under each objective
- The **tools** you will use to reach your target and to achieve each objective
- The **activities** you will implement to reach each objective
- The **resources** for each activity:
  - The implementing body
  - The timeline
  - The budget



# Planning for results to achieve objectives



Specific objective	Target group	Tool	Activity	Indicators of achievement				Timeline	Resp. body	budget
				Output	Output indicator (OI)	Result	Result indicator (RI)			
<p>1. In the next 12 months <b>knowledge of at least 25 beneficiaries</b> dealing with communication <b>will be increased</b> to better highlight achievements and benefits of CBC activities in the field</p>	TG2	<p>NETWORK</p> <p>Capacity building workshop</p>	<p>1.1. To prepare and deliver capacity building communication workshops for beneficiaries of the selected projects</p>	<p><b>O.1</b></p> <p>Seminars delivered for project beneficiaries (1 in each participating country)</p>	<p><b>OI.1.</b></p> <p>Number of seminars</p> <p><b>Baseline=0</b></p> <p><b>Target value =3</b></p> <p><b>Source of data verification:</b> Event reports/proceeding</p> <p><b>OI.2.</b></p> <p>% of project beneficiaries participating in the seminar</p> <p><b>Baseline=0</b></p> <p><b>Target value = 90%</b></p> <p><b>Source of data verification:</b> signed participant lists</p>	<p><b>R.1. Increased knowledge</b> of project beneficiaries on communication and visibility requirements and reporting</p>	<p><b>RI.1.</b> % of event participants who improved their knowledge on communication and visibility issues</p> <p><b>Baseline=0</b></p> <p><b>Target value =80%</b></p> <p><b>Source of data verification:</b> Exit questionnaires</p>	Q3	JTS BO	4.500 EUR



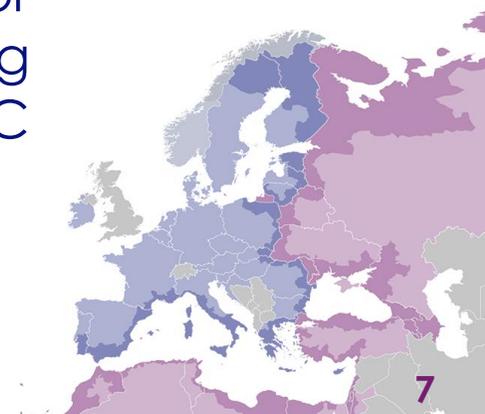


*Which is the «previous year» for past activities or «the year for which the plan is developed» for future activities? Is it the calendar year, or the accounting year?*



**EC: No changes in the timeframe.**

The programmes should continue planning for calendar or accounting year, as they have done so far. The reporting timeframe also remains unchanged according to the ENI CBC Implementing Rules.



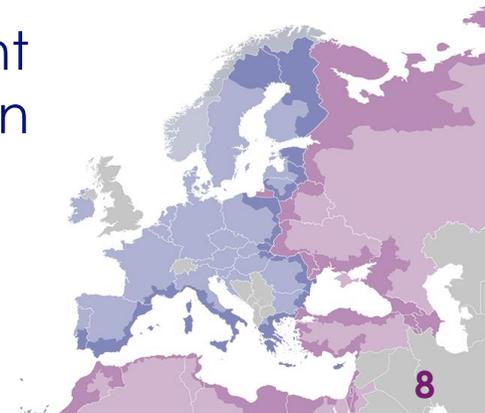


*Budgeting for specific activities can be challenging, many factors can affect costs: could it be more relevant to define the **total budget** for communication activities for reporting period?*



**EC: The programme bodies are encouraged to budget the communication activities in their Communication plans.**

This will help the programmes bodies, including the Joint Monitoring Committee, to monitor better the implementation of the programmes' visibility actions.





*“The result-oriented approach is already present in the technical part of the annual implementation report: what is the added value of more indicators?” “Outputs and results are already defined at programme level in the Communication strategy: is there a need to foresee such indicators at activity level?”*

**EC: Start preparing for post 2020 by introducing indicators to monitor and evaluate your communication performance**



**Where JOPs foresee communication indicators**

The programme’s specific communication indicators should continue to be monitored. Programmes may introduce one or more Interreg communication indicators\* on a voluntary basis.

**Where the JOPs do not foresee communication indicators**

The EC recommends the use of Interreg communication indicators\*.

\* List of suggested output and result indicators by TESIM

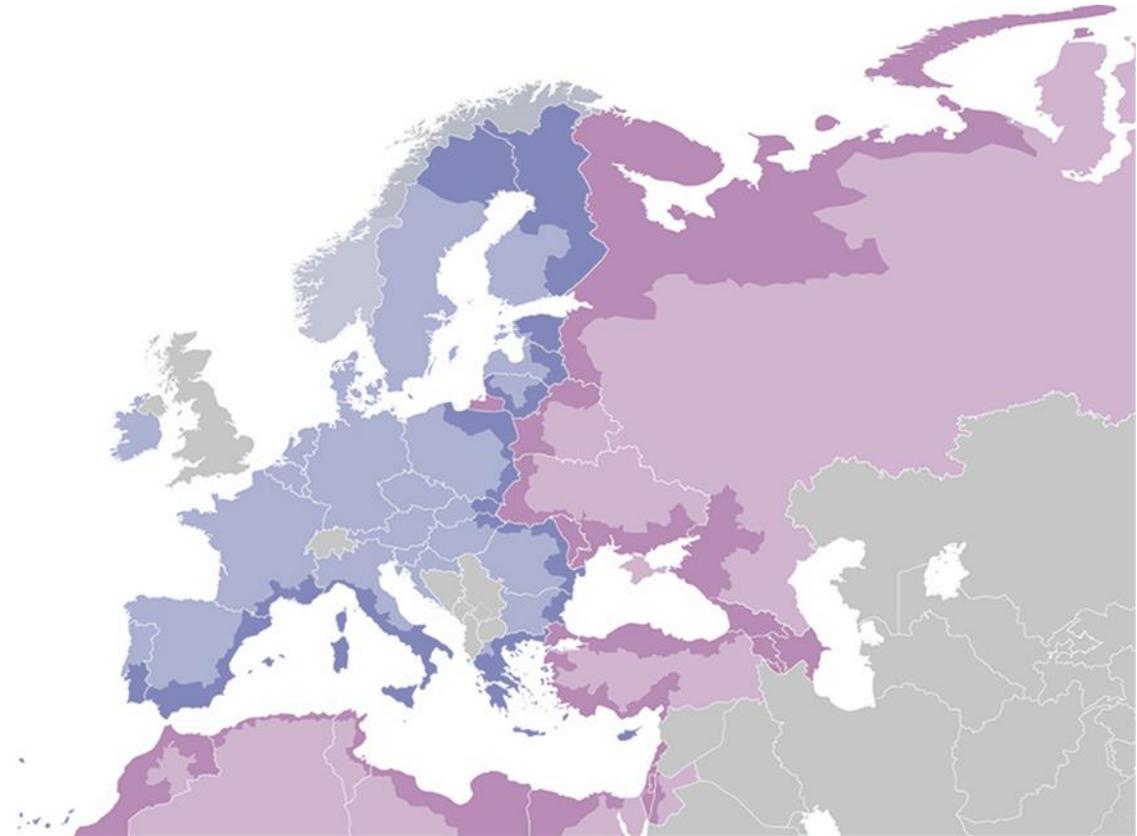




# TESIM

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## Any further question?



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