**Annex 19. Communication plan – example template**

**Indicative communication plan**

**CBC Programme <*Programme name*>**

**<*Date*>**

Notes

* The communication plan below is indicative.
* Liaison with the National IPA Coordinators in beneficiary countries is the responsibility of the relevant partner country Ministries and the CBC structures.

| **What** | **Why/target groups** | **Who** | **How** | **When** | **Financing HR** | **Financing SE** |
| --- | --- | --- | --- | --- | --- | --- |
| **Website** | | | | | | |
| Website establishment | *General public and potential beneficiaries* | *JTS* | *Indicate number and where, how the activity will be implemented if not automatically clear (e.g. hiring of sub-contractor)* | *2nd quarter 2023* | *Identify amount and from which budgetary year* | *Identify amount and from which budgetary year* |
| Website maintenance[[1]](#footnote-1) | *General public and potential beneficiaries* | *JTS* |  | *Continuously* | *€ XXX* | *€ XXX* |
| Publication of list of grants awarded | *General public and other stakeholders* | *JTS* |  | *Indicate date in line with calls for proposals’ timetable* | *€ XXX* | *€ XXX* |
| **Events** | | | | | | |
| Partner search forums | *Potential beneficiaries* | *JTS* |  |  |  |  |
| Information Sessions | *Potential beneficiaries* | *CA, assisted by JTS* |  |  |  |  |
| Workshops | *Potential beneficiaries* | *JTS* |  |  |  |  |
| Project clinics | *Potential beneficiaries* | *JTS* |  |  |  |  |
| Implementation seminars | *Beneficiaries* | *CA, assisted by JTS* |  |  |  |  |
| Visibility events | *General public and visibility* | *JTS/OSs* |  |  |  |  |
| Press conferences | *General public and visibility* | *JTS/OSs* |  |  |  |  |
| TV/radio broadcasts | *General public and visibility* | *JTS/OSs* |  |  |  |  |
| **Printed materials** | | | | | | |
| Leaflets | *General public and potential beneficiaries* | *JTS/OSs* |  |  |  |  |
| Brochures | *General public and potential beneficiaries* | *JTS/OSs* |  |  |  |  |
| Adverts for calls for proposals | *Potential beneficiaries* | *JTS/OSs* |  |  |  |  |
| Posters | *General public and potential beneficiaries* | *JTS/OSs* |  |  |  |  |
| Newsletters | *General public and potential beneficiaries* | *JTS/OSs* |  |  |  |  |
| Press releases | *General public and potential beneficiaries* | *JTS/OSs* |  |  |  |  |
| **Visibility[[2]](#footnote-2)** | | | | | | |
| Stickers for equipment, if required | *Visibility* | *JTS/OSs* |  |  |  |  |
| **Data** | | | | | | |
| Database of stakeholders | *Information* | *JTS* |  |  |  |  |
| Database of best practice examples | *Information* | *JTS* |  |  |  |  |
| Database of potential applicants and participants in workshops and other events | *Information* | *JTS* |  |  |  |  |
| **TOTAL** | | | | |  |  |

1. Uploading relevant information/documents: e.g. announcement of vacancies within the JTS or request for supplies or services, annual work programmes, timetable for calls for proposals, announcement of events (partner search forums, workshops, project clinics, implementation seminars, visibility events), calls for proposals and related documents, FAQs, list of grants awarded, implementation packages, annual and final programme implementation reports, programme evaluations, minutes of JMC meetings, printed materials. [↑](#footnote-ref-1)
2. See also under “Events” [↑](#footnote-ref-2)