## Guidelines for project implementation by grant beneficiaries – Tool 10

**COMMUNICATION AND VISIBILITY PLAN OF THE PROJECT[[1]](#footnote-1)**

<insert project name>

<month> <year>

List of Abbreviations

|  |  |
| --- | --- |
| C&VP | Communication and Visibility Plan |
| EU | European Union |
| ... | ... |
| … | … |
| … | … |

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1. **PROJECT DESCRIPTION**

*(short description (max 1 page) of project activities, planed results, impact...)*

1. **GENERAL COMMUNICATION PLAN**
   1. **Overall and Specific communication Objectives**

*(Short description of overall and specific communication objectives)*

* 1. **Target Groups**

*(Short description with appropriate quantification of the target groups under this communication plan)*

1. **COMMUNICATION ACTIVITIES**

**3.1. Activities**

(Short description of communication/visibility activities proposed in the project.

Please define: Name of activity/promotional materiel, number of units, target group/event...)

**3.2. Communication Tools**

(Short description of communication tools planned for implementation of the project – use free form in line with your needs. Example how this section can be prepared is in following table.)

**Table 1.** Communication tools

| **No** | **Tool description** |
| --- | --- |
| **1** | **Visibility** |
|  |  |
| **1.1.** | **Programme web site** |
|  | Dynamic, transparent and flexible tool for internal and external information users providing programme information presented in a structured way which is easily accessible and always up to date. Web site development is commissioned at the beginning of the Programme, but its maintenance runs throughout. |
| **1.2** | **Closing conference**  Organized to mark the ending of the Project and to provide an overview of the milestones. It is a high profile event in which the successful completion of the Project should be celebrated. The conference is accompanied by a press conference in order to attract media coverage. In order to create a celebrative atmosphere, the event should take place in an attractive destination in the programming area. The number of participants should be around 70 – 90. |
| **1.3** | **Folder maps** |
|  | Aims to raise awareness and recognition of the project and Programme. Primarily distributed at educational trainings as well as information sessions; containing visual identity of the programme and prepared in accordance with EU visibility guidelines.) |
| **1.4.** | Etc. |

1. **RESOURCES**

**4.1. Human resources**

(Short description of human resources planed for implementation of communication activities. If external experts are planned please describe type of organisation and contract)

**4.2. Financial resources**

(This section can have short introduction text but it is important to prepare table in line with following template)

COMMUNICATION AND VISIBILITY BUDGET OF THE PROJECT

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **VISIBILITY BUDGET OF THE PROJECT XXX** | | | | |
| ***Item*** | ***units*** | ***€/unit*** | ***cost €*** | ***Budget ( Coordinator or Project partner)*** |
| **Promotional material/Event** |  |  |  |  |
| Leaflets | 2.000 | XXX | XXX | Project partner |
| Folder maps | 1.500 | XXX | XXX | Coordinator |
| Final conference in Croatia/BiH | 1 | XXX | XXX | Coordinator |
| Web-site development | 1 | XXX | XXX | Coordinator |
| ... | XX | XX | XXX | XXX |
| **TOTAL Coordinator (€)** | | | | **XXX** |
| **TOTAL Project partner (€)** | | | | **XXX** |
| **TOTAL BUDGET** |  |  |  | **XXX** |

1. **DETAILED ACTIVITY PLAN**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Activity plan of the project <name of the project>** | | | | | | | |
| **<month> <year>** | | | | | | | |
| **Activity** | **Why / target groups** | **Who** | **How** | **When** | **Financing Coordinator** | **Financing Project parner** | **Budget lines** |
|  | | | | | | | |
| 1. **Activity group name (if applicable eg. Web-site related activities or promotional materials creation…)** | | | | | | | |
| *Activity title* | *Name of the target group* | *Responsible body* | *Short description of activity and planed methodology for implementation* | *Date/period when is activity planed* | *xxx* | *xxx* |  |
| … |  |  |  |  |  |  |  |
| **2. Activity group name (if applicable)** | | | | | | | |
| … |  |  |  |  |  |  |  |

1. This is a template. Please, adapt it according to your needs whenever necessary [↑](#footnote-ref-1)