**Communication and Visibility Plan**

# Introduction

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| Please provide a brief explanation of your project's main objectives, planned activities, involved partners and expected input. Maximum one page.  Please include the following at the end of this section:  “All activities are in line with the “Communication and Visibility Requirements for EU External Actions – 2018” as well as the “COMMUNICATION GUIDELINES AND BRAND BOOK for EU funded projects in the Republic of Moldova”. |

# Objectives

## Overall Communication Objective(s)

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| What is the broader objective the planned communication activities will contribute to? Which long-term goal do you want to accomplish?  *Example: To raise awareness about the project's activities, its impact and that it is implemented with EU support in coordination with key partners.* |

## Target Groups

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| Please specify the target groups relevant for your project. Differentiate between beneficiaries and target groups for dissemination.  Most projects have the following sets of target groups (provide specifics): 1) Direct Beneficiaries of Project/Action 2) Stakeholders (relevant ministries, NGOs, IOs, other donors etc.) 3) General Public 4) Multipliers (journalists etc.) |

## Specific Communication Objectives

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| What are the specific objectives for each target group that the project communication activities will be directed towards? Make sure the specific objectives are realizable by following a concrete number of steps within a foreseeable amount of time.  *Examples:* ***1) Direct Beneficiaries:*** *To ensure that beneficiaries are aware of the impact the project's activities have on their specific situation, as well as who is providing this support.* ***2) Stakeholders:*** *To inform stakeholders about project activities, invite them for participation or dissemination, and make them aware who is providing the support* ***3) General Public:*** *To raise awareness about how the project is improving Moldovan's lives and make them aware of who is implementing/funding the project.* |

# Communication Activities

## Communication Tools

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| Please provide a list of the main communication tools you have chosen. Explain the advantages of particular tools (media, advertising, events, etc.) within the local context. |

## Communication Plan

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| Provide a detailed communication plan for the entire duration of your project. Make sure you fill in the activities in chronological order (or mark them "continuous").  Add lines as necessary. |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Activity Number** | **Activity** | **Time** | **Message** | **Target Group** | **Communication Tool (see 3.1)** | **Expected Impact** |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |

## Indicators

|  |  |  |  |
| --- | --- | --- | --- |
| How will the achievement of communication objectives be measured? Provide clear and measurable indicators for the activities planned for each target group. Include information on feedback that will be collected from participants during events. Add lines as necessary. | | | |
| **Target Group** | **Activity (see 3.2)** | **Indicator(s)** | **How will the indicator be measured?** |
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# Resources

## Human Resources

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| Define the number of persons and days required to implement the communication activities.  Include contact data on the main person responsible for communication activities (contact person for EU Delegation). |

## Budget

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| --- | --- | --- |
| Provide information on the budget required to implement the communication activities (in absolute figures and as a percentage of the overall budget for the action). Add lines as necessary. | | |
| **Number** | **Communication Line Item** | **Amount (EUR)** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
|  | | |
|  | **TOTAL** |  |
|  | **PERCENTAGE OF PROJECT BUDGET** |  |