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# INFORMATION AND PUBLICITY PLAN

## of the Karelia ENPI CBC Programme

The Joint Managing Authority (JMA) will be undertaking a programme of information and visibility actions to ensure the success of the Karelia ENPI CBC Programme. This plan sets out the framework for that activity.

## **Aims**

The aim is to promote a positive image of the Karelia ENPI CBC Programme and of the cross-border cooperation in general.

The concrete main objectives are:

- To promote funding opportunities offered by the Programme by providing clear information about the Karelia ENPI CBC Programme for the potential beneficiaries and stakeholders.
- To raise the public awareness and to promote a positive image about the EU co-financed Programme.
- To provide reliable information of project implementation for the lead partners and partners.
- To aid transparency of the operation of the Karelia ENPI CBC Programme
- To ensure that anyone looking for information about the Programme finds the needed information.
- To present the results and achievements of the Programme
- To provide a forum for receiving input and feedback from the public and beneficiaries.

## **Target groups**

Visibility and information activity will focus on the target audience or segments of that audience. The nature of the message will determine the publicity and information measure, as well as the channel to be used. The identified target groups are:

- Potential and final beneficiaries
- Regional and local authorities and other competent public authorities
- Trade and professional bodies, economic and social partners and non-governmental organisations
- General public
- Media entities
- The European Commission

Information will be made available in three languages (Finnish, Russian and English).

## **Strategy of the action**

The identified measures to reach objectives are as follows:

### ***Website***

The Programme's website at <http://kareliaenpi.eu> will be the main communication tool. It will provide reliable and up to date information for all of the target groups. Website will be available in three languages (Finnish, Russian and English). The website contains all official documents concerning Programme implementation, rules and regulations, guidance and news. Special attention will be paid on usability, updating and on correctness of the information.

The website will allow efficient and effective communication with the target groups as it can be rapidly updated with the latest information. It is recognised however, that not all of the targeted audience will have access to the internet and information will be provided in other formats as well.

### ***Publicity and information material***

The Programme shall produce information material such as leaflets and publications as well as for example headed notepaper and envelopes. The Programme may also produce relevant pr-material such as pens or bags, for example.

The material is targeted especially for the potential and final beneficiaries and other special groups, not for the general public. Special attention will be paid on the longevity of the material.

### ***Events and seminars***

The JMA will hold a series of seminars throughout the duration of the Programme to both publicise the Programme and enhance understanding of the mechanisms for implementation. The events will include for example information seminars concerning the Call for Proposals, theme related information and follow-up seminars and opening meetings for the projects. The events and seminars will be targeted mainly for the potential and final beneficiaries as well as for the lead partners and partners of the projects.

### ***Newsletters and mailing lists***

The newsletter will be published regularly with the aim to inform the target audience of the latest Programme news and of the upcoming events and actions.

The mailing list of the Programme is open for everybody. It will be used to giving up to date information of the latest news and upcoming events and

actions. Targeted mailing lists for authorities and committees will be created separately.

### ***Reports and evaluations***

The JMA will produce administrative reports of the Programme to inform the European Commission on the progress of the Programme. Also popular versions of the most relevant reports will be produced for the other target groups and published on the Programme's website.

### ***Media visibility***

When relevant announcements will be published in the main newspapers of the Programme area.

Press campaign including for example the drafting and issuing of press releases, placing features and editorial in targeted newspapers and journals and dealing with the media shall be organised when needed.

### ***Publicity Guidelines***

The measures of both the Programme and the projects should comply with the relevant rules on the visibility of external actions laid down and published by the European Commission. In addition the JMA shall pay special attention on advising the projects on best practices on information and publicity actions. Information shall be published on Programme's website and in addition for example training for the projects can be organised.

### ***Indirect publicity***

It is noted that part of the Programme's image is based on indirect publicity, for example on expertise and attitude of the JMA personnel. Special attention will be thus paid on consistency on the Programme implementation, on transparency and on the competence of the personnel.

Also other tools and measures can be used if they are considered to be relevant.