

MAIN ELEMENTS OF THE PROJECT COMMUNICATION PLAN

BACKGROUND

- Project objectives, goal – a general introduction about the project and what it wants to accomplish – the “unique selling proposition” of the project
- What is the basis for your communication strategy? (You may include here some reference to the subsidy contract and the Programme manual, where there are the requirements)

COMMUNICATION STRATEGY

- Aim and objectives: what do you want to achieve by communication? Each project has specific objectives; for example: to raise awareness towards the project in the SEE area, to attract support for innovation in the automotive industry etc.
- Strategic approach - Here you can mention some specific elements of communication about your project (what is special about the project and what you will focus on when communicating? What are the key messages?)
- Internal communication (comm. between the partners – how it will be developed? What tools will be used?)
- Target groups: what are the main target groups? Who do you want to reach?

COMMUNICATION TOOLS – that is how, with what instruments do you want to reach your target groups?

- E.g.: Events, Publications, Website, Visual identity, Media tools, any other tools you plan to use. Here you should indicate some information about each tool (e.g. the website – what is its main purpose, what are the web tools that you will use to reach your target – for ex the SEE Programme website includes a project database to provide information about the projects it funds...)

MONITORING AND EVALUATION

- Evaluation tools and indicators – here you can take a look at the indicators that the Programme has

BUDGET – what is budget and how it is distributed?