

GUIDELINES FOR PREPARING A COMMUNICATION PLAN

1. General conditions

1.1. Communication is an integral part of each project implementation. The Project Promoter and Project Partners shall ensure that information about the project is delivered to the widest possible audience at appropriate territorial levels (national, regional and/or local) including relevant stakeholders. That shall help to ensure transparency of the assistance, increase public awareness of the Norway Grants and highlight the positive impact of assistance on Project Promoter's activities. Communication obligations are laid down in the Annex 3 to the Regulations, which together with the Communication and Design Manual¹ shall be recognised as the main reference documents for carrying out communication activities under the project.

2. Communication Plan

2.1. To ensure compliance with communication obligations, each Applicant shall draft a communication plan and submit it together with an application. A communication plan can be drafted in a free format. An example of a communication plan is provided in the Chapter 3 of these Guidelines.

2.2. A communication plan shall include at least the following:

2.2.1. Communication objectives and the target groups;

2.2.2. The strategy, content of information and communication measures, including activities, communication tools and timeframe;

2.2.3. Information events on project progress, achievements and results (e.g. seminar or conference with stakeholders, a press conference or a press event, including a launch activity and/or a closing activity for the project):

2.2.3.1. if the grant received exceeds 500 000 EUR, three information activities has to organised;

2.2.3.2. if the grant received is less than 500 000 EUR, two smaller-scale information activities shall be sufficient.

2.3. Measures for presenting information on a website:

2.3.1. Projects receiving 150 000 EUR assistance from the Norway Grants or having a Donor Project Partner shall set up a dedicated project website. The information about the project shall be updated on regular basis and shall be provided in both languages- Lithuanian and English.

2.3.2. Projects receiving less than 150 000 EUR from the Norway Grants can create a dedicated website or can have a dedicated website on already existing organisation's website. In case of the latter, linking between two pages shall be ensured. The information about the project shall be updated on regular basis. In this case it is sufficient to present information only in the Lithuanian language.

2.3.3. Information provided on the website shall encompass: general information about the project, information about the progress in project implementation, achievements and results, relevant pictures, cooperation with partners from Norway (in case of a bilateral project or involvement in bilateral activities under the Programme), contact information of a person who can

¹ <https://eeagrants.org/sites/default/files/resources/Communication%20and%20design%20manual%20-%20EEA%20and%20Norway%20Grants.pdf>

answer enquiries related to a project, clear reference to the Programme and the Norway Grants (e.g. logos, a link to an official EEA and Norway Grants website in Lithuania or a dedicated website to the Programme on MITA website).

2.4. Measures to evaluate effectiveness of communication strategy.

2.5. Contact person responsible for carrying out a communication plan.

3. Implementation of the Communication Plan

3.1. The Project Promoter shall ensure that:

- 3.1.1. All communication and information activities and measures, listed in the communication plan, are carried out within the project implementation period.
- 3.1.2. Communication and information activities and measures reach the widest possible audience, including key stakeholders.
- 3.1.3. Partners are actively involved in disseminating information about the Norway Grants and the project to the widest possible audience (applicable if a project is implemented with a Partner (s)).
- 3.1.4. Support from the Norway Grants is highlighted and made explicitly visible during information events.
- 3.1.5. For all the projects in which a total contribution from the Norway Grants and co-financing exceeds 50 000 EUR, a billboard or information stand is put up at the site of operation or companies premises throughout implementation of a project. No later than within six months upon completion of a project, a billboard or information stand shall be replaced with a permanent commemorative plaque designed in line with the Communication and Design Manual.
- 3.1.6. All the individuals, groups or units involved into the project implementation are informed about the sources of funding and the Norway Grants Programme under which the grant is awarded.
- 3.1.7. Reports on performance of communication and information activities are submitted to MITA with interim and final reports.
- 3.1.8. Information related to communication and information activities on project level is provided to MITA upon request.
- 3.1.9. The publicity and information material of the project must use the logo of the Norwegian Financial Mechanism, examples, technical characteristics and requirements for use whereof are set out in the Communication and Design Manual: EEA and Norway Grants 2014-2021.

Template of the Communication Plan

A template below is provided as an example. It shall not be deemed as a mandatory template by any means. A project promoter may adopt and adjust the template at his discretion.

Communication Plan Under 2014-2021 Norwegian Financial Mechanism Programme ‘Business Development, Innovation and SMEs’

1. General information

Project Promoter
Project name
Project code

2. Communication objectives

Briefly present the objectives which a communication plan will aim to achieve. The objectives shall contribute to the overall communication objectives of the EEA and Norway Grants, stated in the Annex 3 to the Regulations.

3. Target audience

Specify the target audience (i.e. the groups at national, regional and/ or local levels) at which the communication will be directed. Indicate the key stakeholders.

4. Content of information and key messages

Indicate what kind of information will be presented while implementing a communication plan, what key message (s) will be communicated to the target audience.

5. Communication strategy

Activity/measure	Tool	Target audience	Objective	Timeframe
<p><i>List activities that will be carried out to achieve objectives of communication strategy. Examples of some possible activities:</i></p> <p><i>1) inform about the opportunities deriving from the Norway Grants and/or the Programme “Business</i></p>	<p><i>Specify communication tools that will be employed for communication. Examples of some possible communication tools: a website, social media, traditional media (press, radio), information materials (leaflets, booklets), information</i></p>	<p><i>Linked to target audience specified in the point 3.</i></p>	<p><i>Linked to objectives indicated in the point 2.</i></p>	<p><i>Timeframe may vary depending on the nature of the activity. In some cases, the period of several months, in other cases- the whole duration of the project implementation can be indicated as a timeframe.</i></p>



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<p><i>Development, Innovation and SMEs’.</i></p> <p><i>2. Disseminate information about the project and/ or progress in its implementation.</i></p> <p><i>3. Highlight the positive impact of Norway Grants assistance on Project Promoter’s activities.</i></p> <p><i>4. Communicate project results and achievements.</i></p> <p><i>5. Highlight the added value of bilateral partnership and cooperation.</i></p>	<p><i>events, opening/ closing events, paid marketing.</i></p>			
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6. Implementation of requirements for presenting information on a website

Briefly describe how requirements for posting information on a website will be complied with (e.g. whether or not a dedicated website will be set up, will the information be presented in Lithuanian or Lithuanian and English, how often will the information be updated, etc.)

7. Measures to monitor and evaluate effectiveness of the communication activities

Specify how communication activities will be measured and what the target values will be set.

For example,

Activity	What will be measured	Target value (by numbers)
Information activity	Number of participants	
Website	Number of visitors	
Social Media	Number of new followers or engagement rate	
(...)		

8. Partner’s contribution



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If a project is implemented together with a partner (s), indicate how he (they) will contribute to fulfilling communication and information requirements.

9. Contact Person

Provide information about a person responsible for implementing the communication plan.