



...partnership for common development...

Communication Plan

CROSS BORDER CO-OPERATION PROGRAMME

REPUBLIC OF POLAND

– SLOVAK REPUBLIC

2007 - 2013



European Union
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1. INTRODUCTION

1.1 Legal basis.

The legal basis of the Plan make up the following documents:

- Council Regulation no. 1083/2006 of 11. July 2006 laying down general provisions on the European Regional Development Fund, European Social Fund and Cohesion Fund, Article 69 Information and promotion,
- Commission Regulation no. 1828/2006 of 8 December 2006 setting out rules for the implementation of Council Regulation no. 1083/2006 of 11. July 2006 laying down general provisions on the European Regional Development Fund, European Social Fund and Cohesion Fund and of Regulation (EC) No 1080/2006 of the European Parliament and of the Council on the European Regional Development Fund, Chapter 2, Section 1 – Information and Communication.
- The Operational Programme of the Cross Border Co-operation Poland-Slovak Republic, Chapter 9: Disseminating the Information about Programme and Promotion Activities

According to the records of the above Operational Programme, the Plan aims at presenting in a complex way principles connected with information and promotion of this programme and the role played by the European Union in supporting the Polish-Slovak cross border co-operation.

1.2 Utilization of the evaluation of information and promotion activities within the Interreg IIIA Programme Poland-Slovak Republic 2004-06.

This document takes into account recommendations given in the evaluation of the implementation of the Information and Promotion Plan of the Community Initiative Programme Interreg IIIA Poland-Slovak Republic 2004-06, accomplished in the 4th quarter 2007 by the company CASE contracted by the Joint Technical Secretariat of the above programme. This evaluation was made basing i.a. on the interviews with the beneficiaries and potential beneficiaries in the Polish-Slovak border region in order to determine their actual needs and expectations in the scope of the information and promotion activities which were and still are executed within the programme. Moreover, interviews were conducted with the employees of the institutions engaged in the implementation of the programme, i.a. Joint Technical Secretariat, Regional Contact Points and units managing the microprojects. Because of the fact, that the evaluation took place just before preparing the Plan, it's results illustrate the most current state of knowledge on the actual needs of the recipients of such actions, first of all in the Polish-Slovak borderland, and they made up the basis to the preparation of the present Plan. This evaluation showed, that:

- Information and promotion activities achieved the assumed objectives. The use of many various channels of communication and products was the proper way to reach a wide variety of the target groups.
- Indicators on the Immediate Objectives given in the Action plan were reached i.e.: information on the Programme was passed on to the potential beneficiaries, the number of printed leaflets and pamphlets and the visits of the web page of the Programme reached the assumed numbers; the number of projects submitted as well.

However the SWOT analysis showed the following weaknesses:

- The lack of the needs analysis of potential beneficiaries and the adequate ways to reach them
- The lack of the detailed schedule of the implementation of information and communication activities within the Plan
- Not clear division of responsibilities and tasks resulting from the Plan among the Euroregions, Regional Contact Points and the JTS
- The lack of the website of the Programme in the Slovak language version
- Additional tasks given to the person responsible for information and promotion.

Principal recommendations of evaluators were the following:

- better adjustment of the communication actions to the needs of the potential applicants and their suitable co-ordination (e.g. initially the actions promoting the Programme, suitable co-ordination in time of the training sessions with the call for proposals).
- to increase the durability of the effects of the Programme, in the latter part of the project implementation, one should organize trainings and workshops presenting good practices, case-studies and enabling the exchange of experiences between the beneficiaries.
- in relationship with popularity and the good effects of direct consultations, it is advisable to maintain active actions in this scope by the JTS, RCP and the Euroregions.

The weaknesses and recommendations of evaluators presented above were taken into account while preparing the present Communication Plan.

2. AIMS, TARGET GROUPS

2.1 Aims.

The aims of actions defined in the Communication Plan should help to achieve the main aim of the programme, which is: Intensifying the Polish-Slovak co-operation based on the partnership for the sustainable development of border region.

The general aim of the Communication Plan is:

- ensuring dissemination of full and integrated information for potential beneficiaries, beneficiaries (Lead Partners and Project Partners) and public opinion on the UE support given within the Operational Programme of Cross Border Co-operation Poland-Slovak Republic 2007-13 supported from the ERDF funds in the financial perspective 2007-13 in the Polish-Slovak border area.

The implementation of the following detailed aims will favor the achievement of the general aim of the plan:

- raising the social awareness on the Operational Programme of the Cross Border Co-operation Poland-Slovak Republic 2007-13 and the „added value” resulting from it’s implementation
- strengthening the positive image of EU through widely informing the public opinion about the durable and real benefits resulting from the implementation of the programme

- generating the projects of high quality through ensuring an easy access to information by potential applicants and ensuring even competitiveness related to obtaining the financial support
- ensuring correct implementation of projects by beneficiaries, according to the requirements of the programme, including implementation of the plan of information and promotion within the projects
- ensuring transparency of spending the public funds.

The first two of the above detailed aims have a long - term character and their achievement can be measured after finishing the programme implementation. The remaining three aims have a short-term character and can be measured during it's implementation.

2.2 Target Groups.

According to Art. 2 of the Regulation 1828/2006, there are three main target groups:

- potential beneficiaries that is:
 - self-government units, their unions and associations,
 - administration units established by state or self-government units in purpose of providing of public services,
 - non-profit NGOs,
 - European Groupings of Territorial Cooperation.
- Beneficiaries,
- the public.

Experiences gathered during implementation of the Community Initiative Programme Interreg IIIA Poland-Slovak Republic 2004-06 show that the self-governmental units are the key potential beneficiaries and beneficiaries. However, to achieve the above aims, it is necessary to intensify information and promotion activities also among other institutions, such as the NGO-s (e.g. acting for equal opportunities), educational institutions, business organisations etc.

Apart from the above target groups, other groups are:

- institutions engaged in the programme (MC, CA, AA, RCPs, IPs, control institutions)
- the media.

3. STRATEGY AND PLAN AND ACTIONS

3.1 Strategy.

Communication and Information is an essential part of the programme implementation strategy. The communication strategy is based on close cooperation with potential beneficiaries, beneficiaries, public opinion and all institutions involved in program implementation.

The focus of the communication strategy will change depending on the stage in the programme implementation.

During the first period of the programme implementation the emphasis will be put on generating quality projects through ensuring an easy access to essential information by potential beneficiaries. This period will also be important for building a social awareness on the programme. This awareness among potential beneficiaries is crucial in order to stimulate project generation and implementation.

Once the programme is completely up and running, it is important to communicate with beneficiaries about good practice in project management as well as publicity. In addition, it is important to make citizens living in the participating regions aware of the actions funded by the programme.

In the final stages of the programme, more focus will be put on extracting best practices and promoting the positive effect of the programme implementation.

The proposed plan and concrete tools serving implementation of the above aims take into account the results of the above mentioned evaluation of the implementation of Information and Promotion Plan of the Community Initiative Programme Interreg IIIA Poland-Slovak Republic 2004-06. This evaluation made it possible to identify the most effective channels of spending funds for information and promotion, satisfying the needs of both the local communities, and the institutions engaged in implementation of the programme. Taking into account the results of this evaluation the following actions are envisaged:

- among actions led in the continuous way:

- website, regularly updated, including all necessary documents, patterns and basic information about the projects implemented (together with pictures)
- the database of projects, regularly updated, including the information on the projects since the moment of their registration till the moment of the achievement of the assumed aims (assessment, monitoring, payments, indicators),
- direct consultations of potential beneficiaries and beneficiaries with the proper employees of institutions engaged in implementation of the programme (first of all from the JTS, Regional Contact Points, Information Points and institutions managing the microprojects),
- documents connected with the programme, published in the printed form, distributed in the eligible area (Operational Programme, Programme Manual, Application Form together with instruction, Communication Plan, leaflets, bulletins)

- among ad-hoc actions:

- informative campaign in the media, informing about the aims of the programme, “best practices” projects and the deadline for the respective call for proposals
- publishing articles in the local press on the particularly interesting examples of projects already finished or still under implementation.

The type of information and promotion activities depends on the target group.

3.2 Actions directed to potential beneficiaries.

The Managing Authority acc. to Art. 5 of the Regulation 1828/2006 ensures among potential beneficiaries wide disseminating of the information about the operational programme together with the indication of the EU financial contribution and about the possibilities of co-financing

from the EU and MS funds within the programme. On the operational level, the MA passes on the co-ordination of actions in this range to the Joint Technical Secretariat.

3.2.1 Results:

- generating the projects of high quality through ensuring an easy access to information by potential applicants and ensuring even competitiveness related to obtaining the financial support
- ensuring transparency of spending the public funds.

3.2.2 Type of information:

They information passed on to the potential beneficiaries shall a.o. relate to:

- a) eligibility conditions related to the receipt of co-financing in frames of the operational programme;
- b) the procedures of assessing the applications for co-financing and the time of duration of the individual procedures;
- c) the criteria of the project assessment;
- d) contact points on the regional level, where one can get information on the subject of the operational programme.
- e) beneficiaries, the titles of projects and the sums of public funding granted.

3.2.3 Channels of communication:

All the above information shall be made available to the potential beneficiaries using the following channels:

- launch events (on starting the operational programme)
- website including:
 - information on all the matters mentioned in the points from a) to e),
 - passed and current events, together with the schedule of planned actions and the dates of the sessions of the Monitoring Committee;
 - documents necessary for correct fulfillment of the application, including:
 - The Application Form, together with instruction

The Application Form contains the point in which the applicant should describe a plan of information and promotion to be implemented within the project (the aims of the plan, target groups, actions, schedule, indicators, indicative budget).

- The Operational Programme,
- The Programme Manual,
- The Communication Plan.

This Communication Plan relating to the programme, accessible on the website of the programme, also widely disseminated in the printed form in the eligible area, shall be an example how to prepare a plan of information and promotion for the project.

- Partner Search Forum,
- answers on the most often asked questions relating to the programme and the projects,
- active references to different web pages on the European Union and the EU activity.

The site shall be prepared in two languages: Polish and Slovak.

- training sessions for potential beneficiaries

Before conducting the training sessions, the JTS shall collect from all institutions engaged In Programme implementation that are In contact with potential beneficiaries the contact details (addresses) of the potential beneficiaries to establish one joint base to be used for training session and invitations to the meetings.

The training sessions shall be provided in every region of the programme, before and / or during every call for proposals. They will be organized for all potential beneficiaries, and also – on demand - for targeted groups (e.g. rescue services). The key item of the training sessions shall be preparation, submission, assessment, approval and implementation of projects, including the promotion of the undertaking during it's implementation and after finishing it.

- bulletin

It will be prepared once a year by the JTS and distributed at the meetings, also by the Regional Contact Points and Information Points. It shall be easily available on the website of the programme. In an attractive form (with many pictures) and written in an easy language it shall provide information i.a. on the current events within the programme and projects finished or under implementation.

- leaflets

They will contain the main information on the possibility of obtaining support within the programme, references to the proper website and contacts to suitable persons and institutions.

- the notice in the local/regional press

Every call for proposals will be preceded by the notice in the local/regional press. Notices will appear in every region of the programme.

- programming documents, prepared in the printed form, distributed in the eligible area (Operational Programme, Supplementary Document, Lead Partner Manual, Application Form together with an instruction, Communication Plan)

- direct consultations of potential beneficiaries and beneficiaries with the proper employees of institutions engaged in implementation of the programme (first of all from JTS, Regional Contact Points, Information Points and institutions managing the microprojects).

3.3 Actions directed to beneficiaries.

The Managing Authority acc. to Art. 6 of the Regulation 1828/2006 shall inform the beneficiaries that their consent to obtain co-financing is also an acceptance of their inclusion in the list of beneficiaries to be published on the programme website.

3.3.1 Result:

Ensuring correct implementation of projects by beneficiaries, according to the requirements of the programme, including implementation of the plan of information and promotion within the projects

3.3.2 Type of information:

The information passed on to the beneficiaries shall first of all relate to:

- the principles of the proper implementation of the project, according to the contract and the approved Application Form (the procedures, documenting expenses, reports, requests for payment, filing documents)
- correct underlining the fact, that the project is supported from the UE funds within the ERDF and the Polish-Slovak programme (according to Art. 8 of the Regulation 1828/2006 – the commemorative boards, informative plaques, publications, logo of the programme, flag of EU etc .)

3.3.3 Channels of communication:

- training sessions for beneficiaries

Such training sessions shall be provided each time after approval of the projects by the MC, for all Lead Partners of the projects approved in the given call.

- contract with the beneficiary

Every contract with the Lead Partner shall contain the records which inform a.o. about the concrete steps taken to promote the fact of co-financing the undertaking from the EU funds (commemorative boards, informative plaques, the logo of programme and flag of EU etc.). The Application Form approved is annexed to the contract. The Form includes the point in which the beneficiary introduced the plan of information and promotion to implement within the project (the aims of the plan, target groups, actions, schedule, indicators, indicative budget).

- website

It shall also contain information and documents necessary for correct implementation of the project (a.o. the patterns of reports, requests for payment, principles connected with refunding, Communication Plan, answers on the most often asked questions relating to implementation of the projects).

- direct consultations of beneficiaries with the proper employees of the institutions engaged in implementation of the programme (first of all with the contracting party, that is the Managing Authority/JTS and institutions managing the microprojects).

3.4 Actions directed to the public.

The Managing Authority acc. to the Art. 7 of the Regulation 1828/2006 shall ensure that the information and promotion activities are implemented according to the Communication Plan and that they aim at the widest possible media coverage using various forms and methods of communication at the appropriate territorial level.

3.4.1 Results:

- raising the social awareness on the Operational Programme of the Cross Border Co-operation Poland-Slovak Republic 2007-13 and the „added value” resulting from it’s implementation
- strengthening the positive image of EU through widely informing the public opinion about the durable and real benefits resulting from the implementation of the programme
- ensuring transparency of spending the public funds.

3.4.2 Type of information:

The information passed on to the public opinion shall relate first of all to the following matters:

- durable and real benefits resulting from the implementation of the programme
- beneficiaries, the titles of projects and the amounts of public funds granted
- specific features of projects distinguishing them from other projects („added value”)
- funds of European Union as a catalyst of positive socio-economic changes in the border region.

3.4.3 Channels of communication:

- media – information about programme on the regional TV and radio, notices in the local press, press conferences, press articles,
- website of the programme.

It shall also contain information about particularly interesting, innovative projects and about examples of „good practices”. Descriptions shall be prepared in an easy language, avoiding the EU „jargon”, with many pictures. The names of the beneficiaries, the titles of projects and the sums of public funding granted shall be published there. The beneficiaries will be encouraged to create a web page dedicated to their project.

- launch events dedicated to the starting of the new operational programme. They shall be launched even if the final version of the Communication Plan is not approved by the EC yet.
- informative campaign of a wide range to promote the effects of the programme (organized at least once a year).

In order to promote the positive results of this campaign as widely as possible, the media shall be used for this purpose.

- placing for one week in front of the Managing Authority a flag of the European Union on 9. May each year.
- promotion materials.

3.5 Actions directed to the institutions engaged in the programme.

To improve and co-ordinate the process of passing on current and exact information about the programme, it is also important to ensure proper communication among the institutions engaged in implementation of the programme („internal communication”). The Managing Authority and acting on it’s behalf the Joint Technical Secretariat shall closely co-operate with other institutions. Passing on information which is precise, current and interpreted in the same way is especially significant with regard to the Information Points, Regional Contact Points and the institutions managing the microprojects, because they disseminate this information among potential and actual beneficiaries and the public opinion. It is also important that the European Commission, the Certifying Authority, the Audit Authority and the first level control institutions in Poland and Slovakia are given all up to date information necessary to carry out their duties properly. The Monitoring Committee should be given particular attention in this respect, especially taking into account the fact that in the present financial perspective it not only monitors implementation of the programme but also approves all projects.

3.5.1 Results:

- ensuring efficient, transparent mechanism of programme implementation through ensuring a flow of full, clear and interpreted in the same way information connected with implementation of the programme among all institutions engaged in the programme.

3.5.2 Type of information:

- potential beneficiaries, the titles of projects submitted and the sums of public funding applied for
- projects submitted, their assessment together with a justification
- beneficiaries, the titles of projects approved and the sums of public funding granted
- implementation of projects: effectiveness, barriers, solutions – examples of „good practices”
- procedures and their interpretation, valid within the programme, related to the implementation of projects and the eligibility of expenses
- funds approved, certified and reimbursed to the beneficiaries (financial progress of the programme implementation)
- means of the Technical Assistance used in implementation of specific actions and their effectiveness in reference to the results achieved
- barriers and irregularities identified in the process of the proper management of the programme and implementation of projects.

3.5.3 Channels of communication:

- database of projects (information system)
- meetings between institutions engaged in the programme.

For example, some beneficiaries shall be invited to present the projects already finished or under implementation to the Monitoring Committee (the MC will group the majority of institutions engaged in management and implementation of the programme), in order to:

- present information on the good practices
- pass on detailed information to the members of the Committee on the concrete results of projects
- inform about the actual barriers of an efficient implementation of the projects.

- periodical, annual and final reports from the implementation of the programme
- reports from the monitoring of projects and audits
- evaluation of the programme.

It is envisaged to carry out the mid-term evaluation of the programme and the ex-post evaluation.

3.6 Actions directed to the media.

The media, and especially the radio, press and television are not only a superb channel of communication, but because of their potential influence on the key recipient groups they are perceived as a target group themselves.

3.6.1 Results:

- raising the social awareness on the Operational Programme of the Cross Border Co-operation Poland-Slovak Republic 2007-13 and the „added value” resulting from it’s implementation
- strengthening the positive image of EU through widely informing the public opinion about the durable and real benefits resulting from the implementation of the programme.

3.6.2 Type of information:

- durable and real benefits resulting from the implementation of the programme
- the funds of European Union as a catalyst of positive socio-economic changes in the Polish-Slovak border region.

3.6.3 Channels of communication:

- launch events dedicated to the starting of the new operational programme
- informative campaign of wide range to promote effects of the programme (organized at least once a year);

- press conferences.

3.7 Schedule of actions.

According to this plan, the information and promotion actions are to be carried out from 2007 to 2016. Already in 2007, the first informative meetings for potential beneficiaries took place. Between 18 and 20 of June 2007 three meetings were held in Rzeszów, Bielsko Biała and Kraków (all cities in Poland). The aim of these meetings was to provide the potential beneficiaries with basic information on the main principles of the new financial perspective so that they can start preparing joint Polish-Slovak projects which could already be submitted following the first call for proposals. Such trainings will be provided until the last call envisaged. Together with the progress of programme implementation, examples of already approved projects shall be presented at the trainings sessions (good practices) to raise the quality of partnership and cross border co-operation within the projects to be prepared following the next calls for proposals.

Intensive actions of the working group took place in 2007 in order to develop detailed documents joint for the Polish and Slovak sides, that constitute the common basis for preparation and implementation of projects. These works were intensified after approval of the programme, before the first call for proposals is launched. In this way the potential beneficiaries shall have the opportunity to learn exactly on all the main principles of the programme connected with preparation and implementation of the undertaking still before submitting an application.

After having developed all the above detailed documents, they will be made available on the website of the programme led by the Joint Technical Secretariat, together with the main programming documents.

At the start, the logo and slogan of the programme shall be adopted to encourage the target groups to participate in the programme.

The information and promotion actions starts immediately after the programme is approved and the above detailed documents are ready. Programme Launch Conference will be held on 22 April 2008 in Krakow, Poland. Key decision makers and relevant stakeholders as well as representatives from programme bodies were invited to the event. This event is planned to gather about 200 participants. The purpose of the Conference is to present general information about the programme, its goals and strategies. Moreover, there will be presented information for potential beneficiaries about the rules of receiving the contribution from European Regional Development Fund for the projects.

Launch event starts an informative campaign dedicated to the new operational programme. At the beginning the campaign will be especially intensive, because of the fact, that it will be necessary to disseminate information on the new programme among the possibly largest number of potential beneficiaries and public opinion. That is also why the biggest expenses connected with the promotion of the programme will be incurred in the first stage of its implementation. In this phase the main channels of disseminating the information shall be as follows:

- website
- training sessions for potential beneficiaries
- press notices
- manual for potential applicants.

After the first projects are approved and the contracts signed, the above channels will be used to disseminate information on the best projects, the „good practices” (during trainings, in bulletins, on the website, in the media).

Direct consultations of the potential beneficiaries and the beneficiaries of undertakings with the proper employees of institutions engaged in implementation of the programme still shall make up one of the most important sources of information in course of the implementation of the programme (first of all with the contracting party, that is MA/JTS and institutions managing the microprojects).

It is worth underlining that each year a detailed annual plan of information and promotion shall be developed and quarterly updated, basing on the present Communication Plan and the experiences gathered up to that time. The annual plan shall be prepared by the Joint Technical Secretariat at the beginning of every calendar year and accepted by the Managing Authority.

Before the programme is finished, the meetings shall be organized summing up its implementation in individual regions and in the whole programme area. The should serve the aim to promote the positive effects of programme implementation, to identify the key barriers and draw conclusions which can used for the preparation of the Polish-Slovak cross border co-operation programme in the next financial perspective. They shall be continued to the last phase of project implementation, that is until 2015.

Reports (periodical, annual and final) shall make up one of the principal sources of information on the programme implementation. They will be prepared by the Joint Technical Secretariat, under the supervision of the Managing Authority. Key reports will be approved by the Monitoring Committee. Technical and financial reports will be prepared from approval of the programme by the EC until it is finished.

Channel of communication	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
training for potential applicants	x	x	x	x	x	x	x			
events launching the informative campaign		x								
web page		x	x	x	x	x	x	x	x	
press notices / the radio / the TV		x	x	x	x	x	x			
program documents		x	x	x	x	x	x	x		
leaflets, bulletin, program documents, promotion materials		x	x	x	x	x	x	x	x	
direct consultations		x	x	x	x	x	x	x	x	
training for beneficiaries			x	x	x	x	x	x	x	
events summing up the implementation								x	x	

of the programme										
reports		X	X	X	X	X	X	X	X	X
evaluation					X					

4. INDICATIVE BUDGET

The funds for implementation, monitoring and evaluation of the Communication Plan are appropriate to the range of information and promotion activities defined in the Communication Plan.

Using the funds on information and promotion actions is co-ordinated by the Joint Technical Secretariat.

It is assumed that 10% of the funds available within the Technical Assistance shall be earmarked for these actions. The total amount allocated for the implementation of the Communication Plan is 1 155 000 Euro (981 750 Euro from ERDF).

The budget is indicative. As stated earlier, the JTS shall draw up and quarterly update a detailed annual plan of information and promotion, basing on the present Communication Plan and the experiences gathered up to that time.

Table: TA budget (all costs are given in euro).

Type of costs	ERDF	ERDF co-financing rate	Public co-financing	Private co-financing	Total
staff costs	4 364 750	85%	770 250	0	5 135 000
overheads	987 488	85%	174 263	0	1 161 750
external expertise	824 500	85%	145 500	0	970 000
meetings/trainings	658 750	85%	116 250	0	775 000
travels	576 232	85%	101 688	0	677 920
information, promotion, communication	981 750	85%	173 250	0	1 155 000
Reserve	1 050 996	85%	185 470	0	1 236 466
TOTAL TA BUDGET	9 444 466	85%	1 666 670	0	11 111 136

5. RESPONSIBLE INSTITUTIONS

5.1 Institutions responsible for implementation of the Communication Plan – the division of tasks.

According to the Operational Programme, the MA (in co-operation with the National Co-ordinator on the Slovak side) is responsible for informing the potential beneficiaries, beneficiaries, public opinion and the remaining target groups on the possibility to obtain financial support as well as for the promotion of the whole programme and its effects. In this respect it shall closely co-operate with the Joint Technical Secretariat, Regional Information Points (on the Polish side), Information Points (on the Slovak side) and institutions managing

microprojects (the Euroregions: Beskidy, the Tatras and Carpathian on the Polish side and Regions: Zilina and Presov on the Slovak side).

The Managing Authority is responsible for preparation and implementation of the Communication Plan. On the operational level, the MA will pass on its competences in the range of information and promotion to the Joint Technical Secretariat, keeping the right to control the JTS actions. The Joint Technical Secretariat shall directly co-ordinate all activities related to passing on information and promotion of the programme. This is valid for all target groups, that is potential beneficiaries, beneficiaries, public opinion, institutions engaged in the programme.

It's main tasks are as follows:

- disseminating complete information about the programme on the website, in materials and documents on the programme, at the training sessions, information meetings and during direct consultations,
- publishing concise information about the programme in bulletins, leaflets, press notices / radio / the TV
- developing periodical, annual and final reports
- implementing informative actions in the range of management, monitoring and evaluation of the programme.

Moreover, the Joint Technical Secretariat is responsible for developing annual communication and promotion plans, for monitoring and evaluating implementation of the Communication Plan and its continuous modification, in order to adapt it to the needs existing at that time.

The JTS shall appoint a person responsible for co-ordination of actions in the range of information and the promotion of the programme (Information Officer).

The Information Points (supported from the Technical Assistance funds) in the Slovak Republic, and the Regional Contact Points (not supported from the Technical Assistance funds) in Poland shall provide advisory assistance for potential beneficiaries.

The Euroregions: Beskidy, Tatry and Karpacki on the Polish side and the regions: Žilina and Prešov on the Slovak side are responsible for passing on information on the priority axis III (microprojects) to potential beneficiaries, beneficiaries, public opinion and the remaining target groups.

It should be underlined that on the operational level the JTS shall co-ordinate tasks in the range of information and promotion among the Regional Contact Points, Information Points, Euroregions: Beskidy, the Tatry and Karpacki on the Polish side and regions: Žilina and Prešov on the Slovak side. Information and promotion materials, produced by JTS, shall be later distributed and disseminated by the above institutions. This will be, however, a two-way channel. These institutions shall permanently analyze which channels are the most effective ones for the target groups and pass on the data to the JTS so that the channels of information and promotion can be improved during programme implementation. The exchange of information on the actions planned by these institutions will be continuously conducted and co-ordinated. Every of the above institutions assisting the JTS in the range of information and promotion shall prepare an annual plan of actions in this scope and pass it on to the JTS till 1. December of the previous calendar year. These plans will be verified by the JTS and they will constitute a basis for the JTS to prepare till 31 December an information

and promotion plan for the next year. It will relate to the time schedule of information and promotion actions, the type of information to be provided, the planned channels of communication and the target groups. The updating of the budget of information and promotion will be done together with the updating of the content of these actions.

According to the Article 5, p. 3 of the Regulation 1828/2006, during implementation of the information and promotion actions, the Managing Authority will co-operate, according to the national provisions and practices, also with the following subjects, possessing appropriate abilities to widely disseminate the information:

- a) national, regional and local units and the development agencies;
- b) trade and professional associations;
- c) social and economic partners;
- d) non-governmental organizations;
- e) business organizations;
- f) the centres of European information and also the branch offices of the European Commission in the MS;
- g) educational institutions.

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5.2 Institutions responsible for monitoring of the Communication Plan.

5.2.1 Monitoring Committee

Monitoring Committee is the main organ, which shall monitor implementation of the Communication Plan.

According to the Article 4 of the Regulation 1828/2006, the Managing Authority shall pass on information to the Monitoring Committee on the following subjects:

- a) Communication Plan and progress in it's implementation;
- b) information and promotion activities conducted;
- c) tools and channels of communication used.

The Managing Authority shall inform the Monitoring Committee on examples of the conducted actions.

5.2.2 Managing Authority / Joint Technical Secretariat

Information on the implementation of the Communication Plan is given in the reports.

The annual and final reports on implementation of the operational programme, prepared by the Joint Technical Secretariat under the supervision of the Managing Authority, shall contain:

- a) examples of information and promotion activities conducted during implementation of the Communication Plan;
- b) arrangements relating to information and promotion activities, containing, in appropriate cases, the addresses of websites that include the suitable data.
- c) the range of the essential modifications of the Communication Plan.

The annual report on implementation of the programme in 2010 (following the mid-term evaluation) and the final report (following the ex-post evaluation) shall contain a chapter on evaluating the effects of information and promotion actions with regard to the efficiency of the channels of communication and their effectiveness in raising the social awareness about the operational programme and about the role played by the EU.

The following tools shall serve to monitoring the implementation of information and promotion plans on the level of individual projects:

- contract with the beneficiary

One of the points of the contract shall specify requirements connected with the implementation of the project in the range of information and promotion. It is worth underlining, that these requirements will be exactly defined in the contract, and not only a mere reference to the given legal acts.

- reports

The earlier mentioned periodical reports from project implementation prepared by the beneficiaries will define the channels of communication undertaken by them with the aim to implement information and promotion actions in the given period. In the case when the beneficiary produces some materials within the project, JTS will collect the materials together with reports or during the control “on the spot” and check if they were marked correctly.

- visits “on the spot”

During the visits “on the spot”, paid by the Joint Technical Secretariat, by the first level control institutions, the Certifying Authority and other organs, there will be also checked the channels undertaken by beneficiaries with the aim to implement information and promotion actions. The results of control in this range will be contained in the appropriate reports from the monitoring visits.

Information on the implementation of the Communication Plan on the level of the programme will be given in the reports prepared, on the order of the Managing Authority, by the Joint Technical Secretariat and approved by the Monitoring Committee and European Commission (annual and final reports).

The data for evaluating programme implementation in this range will be also given in the mid-term and ex-post evaluations.

It should be underlined, that publishing the visible results of the implementation of the programme shall be an essential element of information and promotion actions. Such

information shall be also prepared in English to make it possible to disseminate positive information about spending the UE funds in the possibly widest group of recipients, in order to strengthen the positive image of the European Union and the integration processes. This will also facilitate the communication with the different programmes of the European Territorial Co-operation, with INTERact, European Commission, favoring the exchange of information on the „good practices” among the EU states.

6. EVALUATION AND INDICATORS

The evaluation of the of the Communication Plan shall be conducted in 2011. It will be aimed to assess the impact and performance of the Communication Plan on the programme since its launch and to identify fields in which Communication Plan should be improved. The evaluation shall be drawn up by external evaluators. The results of the evaluation will be presented to the Monitoring Committee.

Implementation of the Communication Plan will be evaluated on the basis of indicators defined below.

It should be underlined that the Communication Plan, easily available on the website and widely distributed in the paper form in the eligible area, shall pass as an example for potential applicants and beneficiaries because it gives some indicators on evaluating the implementation of information and promotion actions relating to the programme which can be used by potential applicants and beneficiaries on the level of the given projects.

Indicator	output		result	
	output indicator	target value	result indicator	target value
training for potential applicants	Number of trainings	30	Number of participants	2400
	Number of invitations	3500		
events	Number of launch events	1	Number of participants	1500
	Number of annual conferences	7		
	Number of invitations	2000		
website	Website in operation	1	Number of visits	7000
			Number of documents downloaded from the site	1000
notice / press information/radio/TV	Number of information in the media on the call for proposals	100	Number of project applications submitted to the JTS	1000
	Number of information in the media on the implementation of projects	100		
program documents	Number of OPs created	1	Number of OPs downloaded from the website	2000
	Number of Programme Manual created	1	Number of Programme Manuals downloaded from the website	2000
	Number of copies produced	4000	Number of copies distributed	3800
leaflets, bulletin, promotion materials	Number of copies produced	30000	Number of copies distributed	28000
training for beneficiaries	Number of trainings	40	Number of participants	3000
Reports	Number of annual reports created	8	Number of annual reports downloaded from the website	400
Evaluation	Number of evaluations	1	Number of evaluation documents prepared	1
European Flag	Number of times the European flag is flown	8	Period of time the European flag is flown	1 week per year
Database	Number of databases created	1	Number of users of databases	1000