**Annex A1. SPF communication plan**

*Instruction:*

1. *Before starting to fill out the SPF communication plan, be sure to read:*
   1. *Programme Manual – Regular projects. Part 1 – application (Chapter 18. Communication)*
   2. *Communication Guide for Project Partners (Annex 4 to the Programme Manual)*
   3. *PL-UA 21-27 WOD2021 Applicant Manual – Application form (Annex 8 to the Programme Manual)*
2. *Examples of communication objectives, target groups, activities and communication tools can be found in the Communication Guide for Project Partners.*
3. *Please respect the limitations of characters (spaces included) as requested within the form;*
4. *Please fill in all the fields marked with \* They are obligatory, cannot be left empty.*

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| 1. **Communication objective at the beginning of the SPF implementation***\** | | | |
| *Write what you want to inform about, and for what purpose?*  *Max. 200 characters*  *Presentation of the project objectives and the expected benefits of the activities undertaken* | | | |
| **No.[[1]](#footnote-1)** | **Target group**  *Determine who is to be the recipient of your communication activities?*  *max. 200 characters* | **Communication activity**  *Indicate planned communication activities that will help you achieve your communication objective and reach the indicated target group,*  *in this, first of all, take into account the obligatory activities that are written in the Programme Manual.*  *Communication activities must be in line with the overall objectives and theme of the SPF.*  *max. 300 characters* | **Communication tool and target value (pcs / person)**  *For each indicated communication activity, specify the tool that you will use to carry it out and enter the target value (in the measurement unit: pieces / people).*  *max. 300 characters* |
| 1. | *general public* | *publication of a short description of the project: objectives, results, information on receipt of financial support from Interreg* | *Project Partner website (1 pc.)* |
| 2. | *general public* | *publishing posts on the partner social media to present the project and the main benefits of the project for residents* | *social media posts (4 pcs.)* |
| 3. | *general public, residents* | *placing an information board at the SPF partner location* | *information board  (1 pc.)* |
| 4. | *general public, residents* | *establishing contact with the editors of the local daily newspapers "xxx" and "yyy" to publish articles about the positive impact of the project activities on the comfort of*  *living and staying*  *in an unpolluted environment (residents, business people, tourists) on the Polish and Ukrainian sides* | *(sponsored) promotional articles with information on the project funding from Interreg (2 pcs)* |
| 1. **Communication objective at the end of the SPF implementation\*** | | | |
| *Write what you want to inform about, and for what purpose?*  *Max. 200 characters*  *Presentation of the effects of the project and the positive changes in the border area* | | | |
| **No.[[2]](#footnote-2)** | **Target group**  *Determine who is to be the recipient of your communication activities?*  *max. 200 characters* | **Communication activity**  *Indicate planned communication activities that will help you achieve your communication objective and reach the indicated target group,*  *in this, first of all, take into account the obligatory activities that are written in the Programme Manual.*  *Communication activities must be in line with the overall objectives and theme of the SPF.*  *max. 300 characters* | **Communication tool and target value (pcs / person)**  *For each indicated communication activity, specify the tool that you will use to carry it out and enter the target value (in the measurement unit: pieces / people).*  *max. 300 characters* |
| 1. | *local and regional authorities, local media (editors of "xxx" and "yyy" daily newspapers)* | *project summary*  *event on the impact of the SPF and small projects on the local communities, living standards, and tourism appeal (mass event)* | *invitations to attend event with information about investment support from Interreg (200 pcs.)* |
| 2. | *local community* | *social media posts inviting to the event and informing about the support of the project from Interreg (6 pcs.)*  *information on the partner website with an invitation and agenda of the meeting and information about the support from Interreg) (1 pc.)*  *roll-ups with information on the project and the Programme logo at the seminar venue and at the official ribbon-cutting ceremony (3 pcs.)* |
| 3. | *residents of the Polish-Ukrainian border area* | *Promotional articles (sponsored) with information about the Interreg funding of the project in local newspapers "111" and "222" (2 pcs.)* |

1. Please add as many rows as needed [↑](#footnote-ref-1)
2. Please add as many rows as needed [↑](#footnote-ref-2)