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### *TEMPLATE FOR A COMMUNICATION PLAN*

Communication Plan for (project name)

## INTRODUCTION

This is a template you can use to develop a communication plan for your project. The template can be modified according to your needs, i.e. you can leave parts out of it or add something you find useful. Advice is given under each headline about what type of information could be good to write in the section in question, what things to think of etc.

The communication plan should be considered a tool for making most of your project communication. It is to support your project implementation and must always be in line with the objectives, activities and budget defined in your approved project Application form. However, the communication plan can be used to further elaborate and better plan the communication work in your project.

​The projects are not required to submit a communication plan to the Joint Secretariat but can ask for support for developing and implementing the plan.

## COMMUNICATION PLAN TEMPLATE

### 1. Introduction

*In this section describe the context of the communication plan. What are the aims of your project and how will the communication work support the reaching of those goals.*

*Effective communication will help to deliver your project’s overall objective, engage successfully with your stakeholders, communicate the results of your work as well as ensure people understand the importance of what you do.*

### 2. Communication objectives

*You have defined the main communication objectives of your project already in the Application form. The communication objectives are not the same as your project objectives but describe how your communication efforts are to support your project objective in general. Use the Communication plan to further describe the communication aims to make them very concrete.*

*For instance, when you begin with your project activities, the main communication objective might be to engage your target group in the activities. As you move closer to completing the activities, the main communication objective moves towards informing your stakeholders of the result(s) of your project.*

### 3. Target groups

*Define the target groups who you need to reach, both internal and external. It is the main group of people who are implementing the project as well as those who are of interest to your project in reaching its main objectives. Each of your target groups has unique characteristics and needs. Different target groups require different communication approaches.*

*To identify the needs of your target groups and their sources, you can make a table and describe the approaches to address the needs of each individual group (Table 1).*

**Table 1. Target group communication needs**

|  |  |  |
| --- | --- | --- |
| Target group | What do they need to know? | How to identify the need? |
| Project partners | Understand their own role in implementing the project wellHow to succeed in project communication | Day-to-day contact within the team.Feedback and evaluation process. |
| General public | The benefits of the project and European cooperation | Media, social mediaEurobarometer surveys |
| Etc. |  |  |

### 4. Strategy and measures to be taken

*Once you have defined your communication objectives and the target groups you are trying to reach, the strategies you select will define how you are going to communicate with them.*

*For each target group define what message and methods you will use to reach them. The message should always be relevant and interesting for the target group and your job is to motivate them to listen to your message by “wrapping it up” nicely. Making your target groups as actively part of your project as possible will make them motivated to listen.*

*Indicate the most appropriate channels for communicating with them. These might include events, newsletters, social media, brochures, press releases, media and websites.*

*Define how you plan to work with the media and who else can help you spread your news/results. The use of multipliers (e.g. newspapers or like-minded organisations in social media) is a good way to add strength to the reach of your message.*

### 5. Work plan

*With your target groups and main communication methods identified, the next useful step is to make a work plan that indicates the main communications activities, budget, and resources allocated to delivering the communication plan.*

*Include timetable and identify important occasions/mileposts within the plan. If you already know that there will be certain events, publications or surveys that will take place, highlight these as well.*

*Below is an outline (Table 2) for how you might map your communication objectives and the related activities.*

**Table 2. Communication work plan**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Overall objective | Communication objective | Target group | Activity | Jan | Feb | Mar | Apr | May | Jun |
| Objective 1 | Objective 1.1. | text | text |  | x |  |  |  |  |
| Objective 1.2. | text | text |  |  |  | x |  |  |
| Objective 2 | Objective 2.1 | text | text | x | x |  |  |  |  |
| Objective 2. | text | text |  |  |  |  | x | x |

### 6. Responsibilities for implementation

*In this section define who will carry out the activities planned. Although various persons can be responsible for the various activities to be implemented it is usually the responsibility of one communication person to coordinate and follow up that activities have been implemented in the way foreseen in the Communication plan.*

### 7. Evaluation

*This is it – the last stage of your communication plan. Define how you will evaluate the effectiveness of your communication measures. You can add more indicators to the communication plan than those in the Application form. The indicators are to be seen as your tool for later evaluating the success of your activities.*

*What indicators (activity/result indicators) will you be using for following the outreach of your communication measures? Are they e.g. people attending your events, the satisfaction level of participants, number of articles published in the media or number of contents shared by others in s social media? Think of the best ways to measure something that you can use when later analysing the outcome of your activity. Don’t forget to set target values for the indicators (e.g. aiming at “50% of the participants saying that they learned “more” or “much more” about European cooperation at the event”) to have something to reach for.*

*Remember also to regularly monitor the media, especially articles, radio, and news published about your project.*

### 8. Budget

*In all communication activities, remember to be in line with the already agreed budget for your project. You cannot spend more money on communication measures than you have in the approved project budget. However, you can find ways to implement activities that are not so costly and can be within the limits of your budget.*

*The problem with communication is the illusion that it has been accomplished.*

*—George Bernard Shaw*