**K2. Project communication plan**

*Instruction:*

1. *Before starting to fill out the project's communication plan, be sure to read:*
   1. *Programme Manual (page .......)*
   2. *Programme Communication Guide (page .......)*
   3. *Instructions for completing the Application Form (page .......)*
2. *Examples of communication objectives, target groups, activities and communication tools can be found in the Programme Communication Guide.*
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.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. **Communication objective at the beginning of the project implementation\*** | | | | |
| 1. *Write what you want to inform about, and for what purpose?* 2. *What do you want to promote in the project - what activities, what product or service?*   *Max. 200 characters* | | | | |
| **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 project.*  *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* | **Partner responsible for the implementation of the communication activity**  *Indicate the partner who will be responsible for the implementation of each communication activity.*  *Assign all project partners to mandatory communication activities.*  *max. 200 characters* |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |
| 1. **Communication objective at the end of the project implementation\*** | | | | |
| 1. *Write what you want to inform about, and for what purpose?* 2. *What do you want to promote in the project - what activities, what product or service?*   *Max. 200 characters* | | | | |
| **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 project.*  *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* | **Partner responsible for the implementation of the communication activity**  *Indicate the partner who will be responsible for the implementation of each communication activity.*  *Assign all project partners to mandatory communication activities.*  *max. 200 characters* |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |

1. **Optionally, you can provide additional communication objectives for important, completed stages of the project. For each such additional communication objective, fill in the separate table:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name of the completed stage of the project:** | | | | |
| 1. *Write what you want to inform about, and for what purpose?* 2. *What do you want to promote in the project - what activities, what product or service?*   *Max. 200 characters* | | | | |
| **No.[[3]](#footnote-3)** | **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 project.*  *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* | **Partner responsible for the implementation of the communication activity**  *Indicate the partner who will be responsible for the implementation of each communication activity.*  *Assign all project partners to mandatory communication activities.*  *max. 200 characters* |
| 1. |  |  |  |  |
| 2. |  |  |  |  |
| 3. |  |  |  |  |

1. Please add as many rows as needed. [↑](#footnote-ref-1)
2. Please add as many rows as needed. [↑](#footnote-ref-2)
3. Please add as many rows as needed. [↑](#footnote-ref-3)