

Communication plan for Romanian-EEA Research Programme 2012 - 2017



Communication and Public Relations Office

The aim of this plan is to establish the main communication activities and tasks in order to promote the Programme under the EEA Grants.

Executive Agency for Higher
Education, Research,
Development and Innovation
Funding -



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Purpose:

The aim of this plan is to establish the main communication activities and tasks in order to promote the Programme under the EEA Grants.

The plan is based on the following structure:

»» *Objectives*

»» *Communication instruments (tactics) – audiences*

»» *Message – audiences*

»» *Implementation and monitoring of the plan*

Objectives:

To promote the Programme to the Romanian academia and research in order to be aware of this new funding instrument and to apply to;

To ensure the equal and timely access to information by the potential beneficiaries;

To disseminate the results of the projects implemented in the Programme by publications and mass-media;

To create the appropriate environment to present and discuss the Programme by dedicated events.

Communication instruments (tactics) – audiences

In order to reach the audiences the message will be structured and propagate different taking into account the profile of each audience. The target groups of the communication plan are the researchers, officials from the public entities (ministries and funding agencies) and civil society.

The communication instruments used are:

»» **Website:** it will be designed a special page on the institutional website (www.uefiscdi.gov.ro and also ANCS website) contains the presentation of the Memorandum of Understanding, the Programme (Romanian - EEA Research Programme 2012–2017), Call document, the implementation calendar, the list of proposals, the call results, etc.

►►► **Newsletter:** for each new call, list of results, dedicated event, etc. it will be send a newsletter (the internal data base contains around 21.000 e-mail addresses).

►►► **Events:** it will be created the appropriate environment for presentations and debate at events such as Info Days, conferences, exhibitions.

►►► **Publications:** presentation of the Programme, the beneficiary's points of views and results will be stated in the institutional publications (annual report, brochure), also will be designed a dedicate flyer for the Programme in order to be presented to exhibitions, Info Days, etc.

►►► **Press releases and conferences:** a new call, a dedicated event, an outstanding result obtained by a beneficiary, a statement of a Programme official will be presented on press releases or press conferences.

Message – audiences

The target groups of the communication plan are the researchers, officials from the public entities (ministries and funding agencies) and civil society, for each one the message have to transmit the common idea of the Beneficiary and Donor States involved in the Programme; have to define and defend the common values of the Programme and to emphasize the importance of facilitating networking, exchange, sharing and knowledge transfer, technology, experience and to develop and deepen the European projects to tackle the challenges of the future, both at internal and international level.

A specific structure of the message must be carried out taking into consideration that each target group has specific characteristics and faces with different challenges:

►►► **Researchers:** the message must determinate the people to be involved, to participate to calls, to ensure that research is encouraged, that they serve as a model and that their impact in the field is extended;

►►► **Officials:** the messages must determinate a participative and supportive government from the National Focal Point, ministry;

►►► **Civil society:** messages must take into account their point of interest and language barriers; make use of available and innovative transmission channels such as community radio, plain-language guides or dialogue mechanisms.

Implementation and monitoring of the plan

The communication plan will be implemented by the Communication and Public Relation Office alongside the Programme Officer and the management of National Focal Point.

For the improvement of the plan will be implemented some monitoring actions:

- feed-back questionnaire applied to events participants;
- picking the direct feed-back form the e-mails, discussions;
- monitoring editorial content (newspapers, magazines, journals, TV, radio stations and the Internet);
- monitoring the website access using free online news monitoring tools such as Google News and RSS Feeds.

This communication plan is designed in accordance with the *Annex 4 of the Regulation on the implementation of the European Economic Area (EEA)* and the institutional communication strategy.

The Communication Plan will be implemented by the Executive Agency (UEFISCDI) with support offered by the Programme Operator (ANCS).

Estimated dates, events and instruments to be used:

Instrument	Dead-line	Actions
Website (ANCS and UEFISCDI)	15 th of September 2012	Dissemination of information about the Programme (general information, documents), call for proposals, calendar, competition results, etc; continuously updated
Brokerage event	December 2012	The event will be organized in Romania or in Norway (tbc)
Info-day event, a press conference and press releases	January 2013	The event will be organized in Romania
newsletter	monthly	Updated considering the implementation stage of the Programme
Partner Search Database for EEA and Norway Grants research programmes	active	