

Ministerstvo práce a sociálních věcí České republiky

COMMUNICATION ACTION PLAN

Human Resource Development Operational Programme Complement

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1 INTRODUCTION

In accordance with Article 46, Council Regulation No.1260/1999stipulating that the Member state should ensure information and promotion activities with regard of the assistance from the Structural Funds, in order to provide for transparency and entire information on any assistance drawn from the Structural Funds (SFs), the communication strategy is being established that represents an integral part of the implementation of the National Development Plan of the Czech Republic.

In accordance with Article 34, Council Regulation No. 1260/1999 and Article 3 of implementing provisions of the Commission Regulation No. 1159/2000, the Managing Authority (MA) authorised to carry out the structural assistance of the Community shall be responsible for performing the duties associated with information and promotion, specifically for information the target groups listed below. Publicity will be conducted in co-operation with the European Commission. The EC shall be kept informed in any activities adopted for that purpose. Information and promotion activities are implemented through the Communication Action Plans for the Community Support Framework, separate operational programmes, single programming documents and initiatives of the Community.

The Communication Action Plan (CAP) for the Human Resource Development Operational Programme (HRD OP) details the communication strategy for the assistance from the European Social Fund (ESF). It is based upon the communication strategy for the Community Support Framework (CSF), as compiled by the CSF Managing Authority, and it is consistent with it.

The CAP contains the information on its objectives, target groups, contents, strategy and tools of information and promotion activities, financing, management and implementation, evaluation and subjects involved in its management.

In accordance with Article 18, Council Regulation (ES) No. 1260/1999, CAP is a part of the HRD OP Complement.

2 OBJECTIVES AND TARGET GROUPS

Articles 2. and 3.1.1. of implementing provisions of the Commission Regulation No. 1159/2000 require that objectives and target groups be defined for the information and promotion activities to be carried out.

2.1 Objectives

The global objective of the performed information and promotion activities is to raise the overall awareness among the public on the assistance provided to the Czech Republic from the Structural Funds, particularly from the ESF, to increase the transparency and to create a single perception of the assistance.

Specific aims of the performed information and promotion activities are the following:

- To increase public awareness and understanding of the HRD OP and its role within the framework of the CSF and NDP.
- To inform the key interest groups, including social partners on separate measures, in order to enable their fluent implementation.
- To inform potential final beneficiaries on the opportunities offered by HRD OP for their development.
- To inform final beneficiaries and applicants on the subsequent administrative procedures, governing entertaining of applications, on the selection procedure criteria, evaluation mechanisms and names of contact persons and contact places at the national, regional and local levels.
- To inform the general public on the role of the EU and the Member state in the respective project and on their mutual co-operation.
- To educate employees who will be involved in the implementation of the assistance from the ESF.
- To support the mutual exchange of information with other subjects that participate in the HRD OP implementation.

2.2 Target groups

The target group to be provided information on the ESF assistance, project selection results and project implementation is the general public. In the context of the HRD OP implementation as such, all promotion activities are directed towards the following groups:

- HRD OP implementation entities;
- Potential applicants and recipients of assistance from the ESF;
- Regional and local authorities and other relevant public authorities;
- Professional associations and business sphere;
- Social partners;
- NGOs
- Owners and organisers of projects;
- the Public
- the Media

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- the Monitoring Committee
- the European Commission

3 CONTENT AND STRATEGY

Articles 3.1.1. and 3.2. of the implementing provisions of the Commission Regulation No. 1159/2000 require that the content and strategy of the planned information and promotion activities be defined, in order to ensure meeting of the objectives of the relevant operational programme.

3.1 Information and promotion activities at the level of Structural Funds

Publicity for the ESF should be perceived in the context of overall assistance from the Structural Funds. It is therefore necessary for that reason that information and promotion activities at the level of HRD OP include also information relating to the EU generally, its single policy of economic and social cohesion, to the Structural Funds as the key tool of this policy and to the mission of separate funds. This information is the main part of the NDP communication strategy, which is the responsibility of the CSF MA. The HRD OP MA co-operates with the CSF MA in this area of common interest and promotes the mutual exchange of information. The objective of both the authorities should be to coordinate both the communication strategies so that no unnecessary overlapping occurs and to ensure that the ESF assistance is smoothly implemented.

3.2 Information and promotion activities at the level of European Social Fund

The objective of information and promotion activities at the level of HRD OP that relates to the assistance from the ESF is to inform all of the above target groups of the ESF mission and the opportunities offered by the Fund to the development of human potential in the Czech Republic.

At separate projects, the share of the EU in their implementation is always duly emphasised in order to make the recipients and general public fully aware of the fact that the project is co-financed by the EU and the role played by the EU in relation with funding of events aimed at education, employment and development of human resources.

It is necessary, in the interest of achieving the improved public awareness and understanding of the ESF mission, that communication with the public is performed in a clear and lucid form. Easy accessibility of information is of the same importance. Various forms of informing the public will be used for the implementation of information and promotion activities, taking account of separate target groups and type of published information. Suitability of separate methods will be monitored on an ongoing basis, so that the CAP can be implemented effectively.

4 TOOLS OF INFORMATION AND PROMOTION ACTIVITIES

Tool	Form	Target group	Impact
Internet	Independent website of the ESF in the CR, MA's website will have references to IBs, FB, FR	All target groups	Easy accessibility of information for all target groups (applications, instruction, guidelines, publications, novelties, media information, etc.)
Printed and film materials	Brochures, information leaflets and posters, instructions for applicants, ESF bulletin, video, DVD, CD-ROM	All target groups	Easy accessibility of information for all target groups
Annual and final reports	For the programme and separate projects	Monitoring Committee, EC	Information on fulfilment of the programme and projects, supporting information for the next programming period
Seminars and training	National, regional	Implementating structure entities, all target groups	Support of communication flows, feedback
Information meetings in regions	Meetings of all target groups with entities of implementing structure, media involvement	All target groups, media	Easy accessibility of information for all target groups, feedback
Conferences, trade fairs	Presentations of programme and projects in thematically focused conferences and trade fairs (international, nation-wide, regional)	All target groups, implementation structure subjects	Promotion of communication flows, feedback
Communication with Media: - Press - Television - Radio	Nation-wide, regional (press conferences, media coverage, interviews, adverts, etc.)	All target groups	Creating an awareness of the opportunity to draw from the ESF, of the HRD OP and on completed projects
Public opinion polls	Semi-annually at nation-wide level	All target groups	Feedback
Advertising articles	Notepads, covers, pens, bags, stickers etc.	All target groups	Creating and support awareness of the programme

5 FINANCING

Articles 3.1.1. and 3.1. 2. of the implementing provisions of the Commission Regulation (EC) No. 1159/2000 require that the financing plan of the HRD OP includes, under the technical assistance, the amounts reserved for funding of the information and promotion activities.

The estimated indicative amount for the information and promotion activities was determined at the approximate level of EUR 840,000, that is no less than 0.2 % out of the total HRD OP budget, and will be used for funding activities on both nation-wide and regional levels.

The amount may be modified in the course of the programming period, based on reasonable and upon approval by MC HRD OP.

The costs of information and promotion activities implemented by the FB and the FR will be covered from the FB's or FR's budgets for projects and grant schemes.

6 MANAGEMENT AND IMPLEMENTATION

Articles 3.1.1. and 3.1.2. of the implementing provisions Commission Regulation (EC) No. 1159/2000 require that administrator entities and contact persons be appointed, responsible for implementation the CAP.

In accordance with Article 5 of the Commission Regulation (EC) No. 1159/2000, the MA HRD OP performs on the basis of the partnership principle, information and promotion activities, in cooperation with the other entities involved in the implementation of HRD OP. In accordance with the above article, the MA HRD OP also promotes mutual exchange of information and their informal cooperation.

The other entities sharing in implementation of the CAP of the HRD OP shall be understood to include: the Community Support Framework Managing Authority (CSF MA), Intermediary Bodies of the HRD OP (IB HRD OP), Final Beneficiaries of the HRD OP (FB HRD OP) and the Monitoring Committee of the HRD OP (MC HRD OP). Specific definitions of the activities ensured by separate implementing entities are included in the Operating Manual of the MA HRD OP.

6.1 Managing Authority of the Community Support Framework

- Within the framework of the MA CSF, the contact person in charge of the NDP/CSF information and promotion activities implementation is the information clerk who is responsible for the CSF communication strategy implementation (see Communication Action Plan CSF) and who also has a role as a co-ordinator in relation to the implementation of the Communication Action Plan of separate programmes (the co-ordination tool is the Work Group for Information and Promotion, see below).
- MA CSF established a work group composed of authorised individuals (communication clerks) of operational programmes and the CSF to manage the issues of information and publicity. The group constitutes a platform for the sharing of experience, for effective co-ordination of activities and for the search for common solutions both across operational programmes and from within the CSF.

6.2 Managing Authority of Human Resource Development Operational Programme

- Within the MA HRD OP, the information officer is the responsible and contact person for performance of the information and promotion activities under HRD OP, the officer's key functions include: Preparation and co-ordination of the communication strategy for HRD OP;
- Application of measures resulting from Council Regulation (EC) No. 1260/1999 and Commission Regulation (EC) No. 1159/2000;
- Be the contact person for the MA CSF, IB and FB at the level of HRD OP;
- Be the contact person for the Media at the level of HRD OP;
- Ensure the transparency of the carried out information and promotion activities in co-operation with other entities involved in the implementation of HRD OP;
- Creating a uniform visual image of information and promotion activities related to the assistance from the ESF;

- Performing information and promotion activities at the central level;
- Ensure support and assistance to the entities performing information and promotion activities under the HRD OP at a lower levels;
- Preparation of annual and final reports on the performance of the information and promotion activities submitted to the MC HRD OP and of other relevant documents;
- Ongoing information of the MC HRD OP and EC on the performance of the information and promotion activities;
- Reporting on the activities and results of the meetings of MC HRD OP;
- Evaluation of performed information and promotion activities;
- Ensuring the effective distribution of the funds designated for performance of information and promotion activities.
- Preparation of the annual Action Plan of Communication and Promotion.

The information officer of HRD OP participates in meetings of the Monitoring Committee.

6.3 Intermediary Bodies

IBs HRD OP are assigned with performance of information and promotion activities at the level of separate HRD OP within their jurisdiction. According to the character of respective measures, IBs can implement them independently, in mutual co-operation or in co-operation with the MA HRD OP. Information and promotion activities performed by IBs will be specified in the contracts with the MA HRD OP for the delegation of activities and competences.

IBs HRD OP are obliged to nominate a responsible and contact person, who will co-operate with the MA HRD OP in implementing the information and promotion activities.

6.4 Final Beneficiaries and Final Recipients

FB HRD OP, that are FR at the same time, are obliged to ensure performance of information and promotion activities at the project level. FB HRD OP, that administer grant schemes, are obliged to ensure performance of information and promotion activities for the whole grant scheme. FR – recipients of funding under the grant schemes - are obliged to ensure performance of information and promotion activities at the project level.

FBs and FR will observe the OP MA's HRD methodological guidance. Information and promotion activities performed by FBs and FRs will be specified in contracts of funding with the IBs HRD OP or the FB HRD OP (the recommended steps are to put the EU and ESF logos in the websites of the recipient of the assistance, as well as information leaflets and publications, and other printed materials, including advertisements and information publishing in the regional press).

6.5 Monitoring Committee

According to Article 4 of the implementing provisions of the Commission Regulation (EC) No. 1159/2000, the MA HRD OP submits annual and final reports to the MC HRD OP, that also shall include a chapter dedicated to fulfilment of the implementation of information and promotion activities, while they are subject to approval by the MC. The MC HRD OP will consider specifically the quality, efficiency and effectiveness of the expensed public funds for the information and promotion activities. The report will be approved if all requirements are met.

The MA HRD OP continually informs the MC HRD OP and the EC on performance of the information and promotion activities in an appropriate manner.

The MC HRD OP may, in the course of the programming period and upon proposal by MA HRD OP, adjust the budget designated for implementation of the information and promotion activities, subject to reasonable justification on the part of MA HRD OP.

MC HRD OP shall ensure information in a reasonable manner on its work and significant events that will take place relating to its sessions.

7 EVALUATION

Article 3.1.1. of the implementing provisions of the Commission Regulation (EC) No.1159/2000 requires that criteria are defined to be used in evaluating the performed information and promotion activities.

Reviews of results of the performed work are an indispensable element of the whole implementation process of HRD OP. Successful execution of the communication campaign in future requires awareness of the effects the completed information and promotion activities have on the public, of the shift between the original plan and actual effect. Also, the ability is required to identify separate elements of the campaign that may be used again in future.

The evaluation criteria assessing the impact of the CAP HRD OP tools on the target groups include, without limitation:

- proportion of projects selected for implementation in the total amount of the lodged application for the contribution from the ESF
- drawing of funds for separate measures (in %)
- number of events, seminars, conferences
- number of participants of events, seminars, conferences
- number of articles in dailies, number of press releases
- number of press conferences
- statistics of visitors of the website
- results of the public opinion polls in the area of improved information of the public.

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Method	Target group	Performance (output) indicators	Result indicators	Impact (quality) indicators	Monitoring and evaluation tools	Implementation term	Notes on communication methods (for planning of activities for 2004)
Internet: www.esfcr.cz	All target groups	Number of published web-sites Number of databases Number of database entries	Number of users/visitors Number of registered users Number of web-site visits	Change in the level of public awareness of the programme Change in the public attitude to the programme	Feedback (Form on web)	5/2004	High information capacity. Except for the costs the contents are unlimited. Provide users with general as well as detailed view of the issues.
Printed materials: posters and leaflets Films and visual materials and presentations	All target groups	Number of types/kinds of printed out posters Number of types/kinds of printed out leaflets Number of films, and visual presentations	Higher number of questions and requested documents on the infoline Number of distributed posters and leaflets.	Change in the level of public awareness of the programme Change in the public attitude to the programme		6/2004	Posters: to increase awareness, to remind or to create image. Leaflets: best used for response to already existing demand or interest (not for invoking interest in the issue), may contain summarised information.
Other publications	All target groups	Number of published publications	Number of distributed copies Number of copies copied from the web-site	Change in the level of public awareness of the programme Change in the public attitude to the programme	Form for request for publication	6/2004	Own publications and publications for professional public.
Advertising articles	All target groups	Number of types of advertising article types	Number of distributed advertising articles	Change in the level of public awareness of the programme Change in the public attitude to the programme		7/2004	
Co-operation with media	Media	Number of press conferences Number of information days/educational activities	Number of press interviews Number of TV interviews Number of radio interviews	Change in the level of public awareness of the programme Change in the public attitude to the programme	Media monitoring of impact – press release	ongoing	Nation-wide press: news related to entire country or local/regional news of crucial importance. Nation-wide radio: delivering a piece of news to a target group. Television: awareness of the issues. Attractive placement is suitable..
Digital Media	All target groups	Number of CD-ROMs	Number of distributed copies Number of requested copies	Change in the level of public awareness of the programme Change in the public attitude to the programme	Form for request for CD-ROM	6/2004	For explanation, education or creation of awareness of the issue as a whole
Seminars and conferences	All target groups	Number of organised seminars	Number of responses to invitations to participate in seminars Number of participants: expected Number of participants: actual	Change in the level of public awareness of the programme Change in the public attitude to the programme	Form for seminar participant questionnaire	ongoing	Space for broadcasting news and distributing publications, direct contact with people. Support for other communication flows.

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			Number of requests for further information				
Training	Implementating structure entities	Number of organised training events	Number of participants	Higher proportion in implementating strategy CSF	Database of training session participants	ongoing	Detailed information will delivered to people who are interested in the issue.

LIST OF ABBREVIATIONS

EC	European Commission
ESF	European Social Fund
EU	European Union
IB	Intermediary Body
CAP	Communication Action Plan
FB	Final Beneficiary
FR	Final Recipient
MRD	Ministry of the Regional Development of the Czech Republic
MoLSA	Ministry of Labour and Social Affairs of the Czech Republic
MC	Monitoring Committee
NDP	National Development Plan
HRD OP	Human Resource Development Operational Programme
OP	Operational Programme
CSF	Community Support Framework
MA HRD OP	Managing Authority of the Human Resource Development Operational Programme
MA CSF	Managing Authority of the Community Support Framework
SF	Structural Fund