

**Interreg**



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**IPA** Romania – Serbia

# Communication Plan for 2022 Interreg IPA Romania-Serbia Programme



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## List of acronyms

<b>MA</b>	Managing Authority
<b>JSA</b>	Antenna of the Joint Secretariat, Zrenjanin
<b>CS</b>	Communication Strategy
<b>EU</b>	European Union
<b>JS</b>	Joint Secretariat
<b>ACoP</b>	Annual Communication plan
<b>MDPWA</b>	Ministry of Development, Public Works and Administration
<b>NA-MEI</b>	National Authority - Ministry of European Integration, Government of the Republic of Serbia
<b>RO-RS</b>	Interreg IPA Romania-Serbia Programme
<b>ROCBC-TM</b>	Regional Office for Cross-border Cooperation-Timişoara

## 1. Rationale

The Interreg IPA Romania-Serbia Programme is funded by the European Union under the framework of the Instrument for Pre-accession Assistance (IPA III) - Cross-border Component and co-financed by the Partner States in the Programme: Romania and Serbia. The Programme focuses on increasing the overall competitiveness of the economy in the Romania-Serbia border area and on the improvement of the quality of life for the border communities in both countries.

The Annual Communication plan (ACoP) of the RO-RS Programme is implemented under the framework of the Communication Strategy (CS). The implementation of the ACoP will be ensured by the Managing Authority (Romanian Ministry of Development, Public Works and Administration), the Serbian National Authority, the Joint Secretariat within the ROCBC-TM and the Antenna of the Joint Secretariat. The purpose of the ACoP is to ensure the visibility and awareness of the RO-RS Programme, under the framework of the European Union, for the year 2022. Information and visibility activities are performed in line with relevant European and national legislation.

During the year 2022, information and publicity activities under the programme will be focused on setting a coherent communication policy, on promoting the programme and its specific objectives, informing the general public about the role of the European Union in the programme, and on informing and assisting the potential beneficiaries regarding the financing opportunities and requirements for submitting the projects proposals for the first call for proposals. The programme's annual Communication Plan for 2022, as the framework of the information and visibility activities, will be adopted by the Monitoring Committee and it is the result of an extensive consultation process which involved all the programme management bodies.

Several communication measures and actions will be undertaken by the programme implementing bodies during 2022, especially at regional and local level in the Romanian and Serbian programme area. In general, in this implementation phase great emphasis will be on communication activities geared towards potential beneficiaries of the programme (including newcomers) for the first call for proposals and the general public from the area of the Programme.

Taking into consideration the possible restrictions related to Covid-19 pandemic crisis and strong commitment of programme bodies to promote the principles of green communication and to decrease the carbon footprint at the level of the programme implementation, the main communication tools to be used during 2022 will be in-person/ online/ hybrid and other digital communication instruments such as: publications, newsletters, press releases, promotional materials published on programme website and social media platforms.

As a condition for a coherent and integrated publicity, the programme will develop its visual identity manual under the framework of a Common Branding Manual of EU and Interreg programmes.

## 2. Purpose of the Annual Communication Plan for 2022

The overall objective of this annual communication plan is to create the premises for better informed target groups of the programme, to communicate and assure greater transparency and information regarding the first call for proposals, including on information on large infrastructure and strategic importance projects.

All such actions are financed under the Technical Assistance budget. Its purpose is to ensure the visibility and awareness of the RO-RS Programme and it is meant to ensure the awareness regarding the results achieved through the projects financed by the Programme and of the added value provided under the framework of the RO-RS Programme.

The ACoP is also meant to provide support in highlighting the role of the European Union regarding the establishment and perspectives derived from the RO-RS Programme and to ensure the transparent and unbiased communication regarding the implementation of the RO-RS Programme.

Within the ACoP the following indicative activities could be supported (the list is not exhaustive):

- Development of an on-line information framework regarding the RO-RS Programme for all interested actors (current official Programme documents, public consultation of applicant guide, useful tools and guidelines developed for helping potential applicants) - posting on the Programme`s website;
- Organising physical, online or hybrid meetings;
- Awareness-raising events and conferences for promoting the new programme and large infrastructure and strategic importance projects;
- Workshops for helping potential applicants on identifying good project ideas, including capitalisation of results from previous financed projects and finding suitable partners for developing partnerships for submitting projects proposals for the first call for proposals.

## 3. Specific Objectives of the Annual Communication Plan for 2022

In accordance with the general and specific objectives established by CS, during 2022, the following specific objectives will be considered:

General Objective	Specific Objective	Target Groups
GO1 - To support the successful implementation of the programme by ensuring an effective communication system (result indicators, channels, targeted messages to all identified targets groups);	SO2 - To create a cooperation community with the beneficiaries to deliver encouraging support during project implementation ensuring efficient implementation, including communication and capitalisation of results;	Beneficiaries Implementing bodies Stakeholders; EU institutions and bodies
GO2 - To increase the knowledge of the potential	SO1 - To make the programme known, attractive and easily approachable to potential	Potential beneficiaries of the programme: local and regional public authorities, NGOs,

beneficiaries on the financing opportunities offered by the programme, eligibility criteria and selection mechanism for the applications submitted;	applicants of all Policy Objectives of the programme and in all regions of the programme area;	universities, research institutes, etc.; Stakeholders;
GO3 -To increase public awareness concerning the programme axes and specific objectives, EU financial support positive impact on the citizens from programme area;	S03-To promote the benefits of cross border cooperation and positive impact of EU funds widely in the programme area and beyond.	General Public Stakeholders;

#### 4. Indicative communication actions for 2022

No	Measure	Action	Responsible Body	Term of delivery
1.	Information	<b>1. Website</b> -Weekly maintenance and update of the dedicated website and e-mail address of the cross-border programme ( <a href="http://www.romania-serbia.net">www.romania-serbia.net</a> and <a href="mailto:romania-serbia@mdlpa.ro">romania-serbia@mdlpa.ro</a> ).	MA, JS	Permanent
		<b>2. Online Newsletter</b> Under the framework of the MDPWA newsletter Inforegional in English and RO Inforegional in Romanian, the programme will disseminate relevant information to target audiences. JS could publish electronic newsletters to the applicants and stakeholders from programme area with relevant information	MA, JS	Periodically
		<b>3. Events - physical, online or hybrid (depending on the specificity of the event and on the restrictions caused by Covid-19 pandemic)</b> Specifically targeted events shall be organized as follows: - official launching of the programme; - Information events for	MA, JS, NA, LIP and SIP beneficiaries	2022

		<p>promoting the programme;</p> <ul style="list-style-type: none"> <li>- communication events promoting European Year of Youth 2022:</li> </ul> <ol style="list-style-type: none"> <li>1. Online 2-days debate with young people which will focus on 4 thematic fields of interest (education and training + inclusive societies (including gender issues &amp; anti-discrimination, climate change/environment + health/mental).</li> <li>2. Open days event for young students at the headquarters of the JS in Romania and in Zrenjanin the location of the JS Antenna in the Republic of Serbia, in the context of Europe Day (9 May 2022).</li> <li>3. European Cooperation Day - one day event - documentary film festival dedicated to the cross-border cooperation-Zrenjanin (26 September 2022);</li> </ol> <ul style="list-style-type: none"> <li>- Workshops for potential Beneficiaries/Partners (including newcomers) (October-November 2022)</li> <li>- Support for LIP and SIP beneficiaries on organising the communication events.</li> </ul>		
2	<b>Promotion and awareness</b>	<p><b>1. Online information materials</b></p> <ul style="list-style-type: none"> <li>- Implementing bodies will develop and provide useful information regarding the new programme: programme fiche, presentation of specific objectives, specific criteria and rules for submitting the projects proposals for the first call for proposals, estimated calendar for launching the call, applicant guide and communication templates on programme website and social media platforms for potential applicants and general public.</li> </ul>	MA, JS, NA	Periodically

3	Monitoring and evaluation of the ACoP	<b>1. Monitoring</b> - Information & publicity proceedings of the programme shall undergo monitoring processes in order to foster a sound implementation of the programme	MA, JS, NA, MC, EC	Annual MC examination;  EC review meeting or writing procedure.
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## 5. Monitoring and evaluation

In line with EC regulations, the MC will examine the progress in implementing the information and publicity measures carried out by the programme bodies and the means of communication used.

During the 2022, information and publicity activities will focus on establishing a coherent communication and promotion of the programme policy and axes/specific objectives, informing the target audience regarding the role of the European Union under this type of assistance and provision of support for beneficiaries under the first call for proposals and beneficiaries of large infrastructure and strategic importance projects. Specific activities will target mainly the regional and local level from the Romanian and Serbian, programme areas. The main information and publicity tools will be online and physical events (workshops for beneficiaries, online publications (general informative materials regarding the results of previous programme and specific information regarding new RO-RS programme) and press releases.

It is important to mention the fact that the number of events, number of participants to the events and the budget for the information and promotion activities, targeted for 2022, were proposed having in mind the **support of the first call for proposals beneficiaries, promotion of results from projects financed within previous RO-RS Programme, in the form of information activities.**

### Evaluation criteria for 2022:

<i>Communication activity</i>	<i>Type of indicator</i>	<i>Indicator</i>	<i>Finding method</i>	<i>Baseline 2020</i>	<i>Target value 2022</i>
Events	Output	No of events ( <i>cumulative values</i> )	sum of own data	66	12
		No of participants in the events	sum of own data	1980	20/event*
	Result	Overall usefulness of the event for the participants	survey	75%	82% positive feedback from the surveys received
	Output	Number of sessions ( <i>cumulative values</i> )	web analytics	180,771	181,771
		Average time per session	web analytics	3 min.16 sec	3 min. 18 sec.



Website		Number of page views per session	web analytics	2.88	2.5
	Result	Number of page views ( <i>cumulative values</i> )	web analytics	520,465	523,255
Social media	Output	No. of reach Facebook	social media metrics	350,000	393,000
		Engagement rate Twitter		3,7%	4%
		No. of followers/subscribers Facebook		1,035	1,145
		No. of followers/Twitter		50	65
		No. of followers/Instagram		86	117
		<i>(cumulative values)</i>			
	Result	No. of engagements: shares, likes, click-through, comments Facebook	social media metrics	953	1,603
		Impressions Twitter		2,300	3,043
		No. of likes/Instagram		100	200
		<i>(cumulative values)</i>			
Youtube	Output	No. of subscribers YouTube	YouTube Analytics	40	54
	Result	No. of views	YouTube Analytics	5,000	5,286
Publications	Output	No of publications issued (including online versions) ( <i>cumulative values</i> )	sum of own data	19	21
	Result	No. of readers ( <i>cumulative values</i> )	survey social media metrics web analytics	1,000	1,140
Media relations	Output	No of press releases, adds, interviews in all media, including on line ( <i>cumulative values</i> )	sum of own data media monitoring	54	60

	Result	Number of media items mentioning the programme in the analysed sample of EU funds related articles ( <i>cumulative values</i> )	media monitoring	1,400	1,528
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\*given the fact that in the case of 1 event (EC Day) the number of participants could be very large and would have increased artificially the total number of participants, this event was not taken into account when setting the target value of participants/ event.

## 6. Budget for 2022

The activities financed under the annual communication plan will be related to the use of TA budget for RO-RS Programme 2014-2020 and 2021-2027.