

Communication Plan for 2026 Interreg IPA Romania-Serbia Programme



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List of acronyms

ACoP	Annual Communication Plan
CS	Communication Strategy
EU	European Union
JS	Joint Secretariat
JSA	Antenna of the Joint Secretariat, Zrenjanin
LIP	Large Infrastructure Project
MA	Managing Authority
MDPWA	Ministry of Development, Public Works and Administration, Government of Romania
NA-MEI	National Authority – Ministry of European Integration, Government of the Republic of Serbia
RO-RS	Interreg IPA Romania-Serbia Programme
SIP	Strategic Importance Project (operation)

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 aims to strengthen economic competitiveness in the border area and improve the quality of life for local communities.

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 is ensured by the Managing Authority (Romanian Ministry of Development, Public Works and Administration), the Serbian National Authority (Ministry of European Integration), the Joint Secretariat and the Antenna of the Joint Secretariat. The purpose of the ACoP is to ensure the visibility of the RO-RS Programme and to facilitate the sharing of ideas and assets, under the framework of the European Union, for the year 2026. Information and visibility activities are performed in line with relevant European and national legislation.

In 2026, communication activities will focus on informing relevant stakeholders and the general public about the positive impact of the projects co-financed by European Union through the Programme in the cross-border area. Also, the activities will involve providing specific training to partners from the second call, alongside guidance on visibility requirements for the implementation of all contracted projects (LIPs, SIPs, and projects from the first and second calls).

The Communication Plan for 2026 serves as a practical roadmap, defining key messages, communication channels, and timelines. It will be adopted by the Monitoring Committee following consultations with all Programme bodies. Communication actions will be carried out mainly at regional and local level, with a strong emphasis on correct and consistent visibility.

2. Purpose of the Annual Communication Plan for 2026

The main objective of the Annual Communication Plan is to ensure that Programme target groups are well informed and that communication is transparent. Programme bodies will support also project partners from LIPs and SIPs, including, but not limited to, by participating in their communication events.

The plan combines traditional communication tools with digital channels, including social media and online platforms, to reach a wide range of audiences.

All activities are financed through the Technical Assistance budget and aim to ensure the visibility of the Interreg IPA Romania-Serbia Programme (2021–2027), raise awareness of its results, and highlight its added value.

The Communication Plan also supports clear and impartial communication on Programme implementation and promotes the role of the European Union in achieving Programme objectives.

Indicative activities supported under the Plan include:

- ~ Updating and maintaining the Programme website with official documents, visual identity materials, guidelines, tools, and project information;
- ~ Organising physical, online, or hybrid meetings and events;
- ~ Participating in awareness-raising events, conferences, and project promotion activities, including those organised by the second call project partners;
- ~ Participating in events and conferences that promote the results of projects funded by the European Union through the Romania-Serbia Programmes;
- ~ Organising training sessions for second call beneficiaries, particularly on financial management, reporting in Jems, control procedures, and communication rules;
- ~ Organising Interreg Cooperation Day 2026 to promote EU-funded cross-border cooperation between Romania and Serbia.

3. Specific Objectives of the Annual Communication Plan for 2026

In accordance with the general and specific objectives established by CS, during 2026, 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 target groups), especially addressing the specific need for cross border projects;	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: ~ Programme bodies ~ Stakeholders ~ EU institutions and bodies
GO4 - To increase public awareness regarding the specific need for cross-border projects, the programme priorities and specific objectives and the positive impact of EU financial support for the citizens from the Programme area;	SO3-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 2026

No	Measure	Action	Responsible Body	Term of delivery
1.	Information	1. Website Weekly maintenance and update of the dedicated website and e-mail address of the cross-border Programme (www.romania-serbia.net and romania-serbia@mdlpa.gov.ro).	MA, JS	Permanent
		2. Online Newsletter JS in consultation with the MA will electronically publish a monthly newsletter with relevant information for the beneficiaries and stakeholders from the Programme area.	MA, JS	Monthly
		3. Events – physical, online or hybrid (depending on the specificity of the event) Targeted events may be organized as follows: <ul style="list-style-type: none"> - <i>In person/hybrid training session on procurement procedures for second call Serbian beneficiaries/partners (1 event in Serbia);</i> - <i>One-to-one meetings with beneficiaries or partners who are new, or who may be facing challenges in project implementation, in order to provide them with targeted support and assistance;</i> - <i>In person/hybrid thematic training session (in particular for management and control, for reporting in Jems, applying specific rules for communication activities, reporting to FLC) for second call beneficiaries/partners (1 event in Romania);</i> - <i>In person - Interreg Cooperation Day -1-day event (location - Serbia);</i> - <i>In person – 10th National Conference on Territorial Cooperation Programmes, which will be dedicated</i> 	MA, JS, NA	2026 March 2026 When needed March 2026 September 2026 Quarter 3, 2026

		<p>to all programmes in which Serbia participates, communication materials will be produced for raising the visibility of the Interreg IPA RO-RS Programme (location -Serbia);</p> <ul style="list-style-type: none"> - Monitoring Committee meetings; - Support for LIP and SIP beneficiaries in organising communication events (e.g. closing events). 		<p>When needed</p> <p>When needed</p>
2	Promotion and awareness	<p>1. Online information materials Programme bodies will develop and provide information regarding the Programme on the dedicated website and social media platforms, for partners and general public: project fiches, lists, communication templates etc.</p> <p>2. Online video materials Programme bodies will upload videos developed by projects on YouTube</p>	MA, JS, NA	Periodically
			MA, JS, NA	Periodically
3	Monitoring and evaluation of the ACoP	<p>1. Monitoring Information & publicity proceedings of the Programme shall undergo monitoring processes in order to foster a sound implementation of the Programme.</p>	MA, JS, NA, MC, EC	<p>Annual MC examination;</p> <p>EC review meeting or written procedure.</p>

5. Monitoring and evaluation

In line with European Commission regulations, the Monitoring Committee will review progress in implementing the Programme's information and publicity measures and assess the communication tools used.

In 2026, communication activities will focus on training second call project partners and providing guidance on visibility requirements related to the implementation of all contracted projects, including LIP, SIP, and projects from the first and second calls.

6. Budget for 2026

The activities financed under the annual communication plan will be related to the use of TA budget for the Interreg IPA Romania-Serbia Programme (2021-2027).

7.Evaluation criteria for 2026:

	Type of indicator	Indicator	Finding method	Baseline 2020	Estimated target 2025	Realised values 2025	Achievement (%)	Estimated target 2026
Events	Output	No. of events (cumulative values)	sum of own data	66	98	99	109%	102
		No. of participants in the events*	sum of own data	1,980	3,791	3,986	105%	4,016
	Result	Overall usefulness of the event for participants	survey	75%	85%	98%	115%	85%
Website	Output	No. of sessions (cumulative values)	web analytics	180,771	220,028	227,028	103%	233,028
		Average time per session	web analytics	3 min. 16 sec.	1min.33sec.	1 min.33 sec.	100%	1 min.33 sec.
		No. of page views per session	web analytics	2.88	1.6	4.12	257%	2.88
	Result	No. of page views (cumulative values)	web analytics	520,465	598,344	637,744	106%	662,744
Social media	Output	No. of reach Facebook	social media metrics	350,000	650,000	750,261	115%	810,261
		Engagement rate X		3.7%	12.5%	12.8%	102%	12.5%
		No. of followers/subscribers Facebook		1,035	1,700	1,791	105%	1,800
		No. of followers X		50	100	76	76%	100
		No. of followers Instagram		86	220	278	126%	300
		(cumulative values)						
	Result	No. of engagements: shares, likes, click-through, comments Facebook	social media metrics	953	11,500	15,728	136%	18,000
		Impressions X		2,300	9,000	8,993	99,9%	9,400
		No. of likes Instagram		100	1,200	1,373	114%	1,500
		(cumulative values)						

YouTube	Output	No. of subscribers (cumulative values)	YouTube Analytics	40	50	49	98%	60
	Result	No. of views (cumulative values)	YouTube Analytics	5,000	6,050	6,937	114%	7,000
Publications	Output	No. of publications issued (only online versions) (cumulative values)	sum of own data	19	55	82	149%	100
	Result	No. of readers (cumulative values)	web analytics	1,000	6,000	7,371	122%	8,500
Media relations	Output	No. of press releases, adds, interviews in all media, including online (cumulative values)	sum of own data media monitoring	54	85	89	104%	92
	Result	No. of media items mentioning the programme in the analysed sample of EU funds related articles (cumulative)	media monitoring	1,400	1,900	1,966	103%	2,100

*The value presented is cumulative. The average value of participants/event is 27 (not including the IC Day participants). We counted 6 events promoting the 2nd call (198 participants), 5 training events for 1st call beneficiaries (104 participants) and 1 IC Day event (113), 12 events in total.