

Annex 1 - Evolution of communication

| YEAR | PHASE | FOCUS ON | GENERAL DESCRIPTION | SPECIFIC TOOLS |
|------|------------------------------|---|--|--|
| 2015 | Preparation | Communication needs Development of information | Elaboration of Programme documents Set up of a communication structure Assessment of communication needs Development of the Communication Strategy Tender calls for the website | Programme documents |
| 2016 | Launching | Raising awareness Promotiong Mobilising stakeholders Distribution and accessibility of information | Communication structure in place Communication activities begin Major information and promotional materials and communication tools developed Launch of the Programme Communication has a general, informative character | Website and social media developement Development of information materials (flyer, communicaiton toolkit, Programme and project brand manual) |
| 2016 | Consolidation | Project communication Presenting the priorities | Developing the communication network All communication tools are available and fully functional Increased interactivity between management and target groups Communication becomes more specialized | Events: seminars, meetings, workshops, project communication events Networking |
| 2017 | Review | Feedback Improving information Adequacy of information Fine tuning Quality information | Assessing the efficiency and relevance of communication activities and tools Establishing best practices Improvement of communication tools, following received feedback Adjustment and specialisation of communication according to specific needs | Evaluation questionnaires Reports Best practices Project catalogues |
| 2018 | Improvement | | | |
| 2019 | Adjustment | | | |
| 2022 | Focus | Specialisation Tailored information | More targeted, specific communication | Thematic and capitalisation events |
| 2023 | Evaluation and Dissemination | Dissemination of results Evaluation of communication Lessons learnt | Define, disseminate and communicate the achievements of the Programme (projects, results) Evaluate the communication Prepare for the next programming period | Evaluation questionnaires Reports Best practices Project catalogue / Results brochure Thematic and capitalisation events |