**Communication and Visibility Plan**

ENI SEIS II EAST Project

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| Country: |  |
| Version: |  |
| Last update date: |  |
| Author: |  |

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# **Communication Goal**

* **What is the project you are working on?**
* **Why does the project need a Communication Plan?**

*What challenges need to be addressed to be solved?*

* **What is the Communication’s Goal?**

*What results to expect after the Communication Plan’s implementation?*



# Attracting stakeholders/groups/partners

***Who cares*** *about the goal? Why* ***do they*** *care?*

***Who would you want to care*** *about the goal? Why* ***should they*** *care?*

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| **Who are the stakeholders?** | **Why they care about the goal?** | **The key message to attract them** |
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# Communication channels, tools, activities and products + Impact evaluation

*How to reach your target audience? How do you evaluate their impact?*

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| **Channels, tools, activities and products** | **How to evaluare the impact?** |
| The product(s) |  |
| The activities |  |

|  |  |
| --- | --- |
| **Channels, tools, activities and products** | **How to evaluare the impact?** |
| The tools |  |
| The channels |  |



# Feedback

**Communicating with stakeholders**

*How will you get feedback from stakeholders (communication)?*

*How will you use their feedback?*



# Defining resources

**HUMAN RESOURCES**

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Responsibilities** |
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**Other resources**

**TIMELINE**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Actions / Month** | **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** |
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