

COMMUNICATION PLAN

ENI SEIS II EAST Project

Version: 3

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Amendment Record

Date	From version	To version	Description of change	Change made by
12/09/2016	-	1	Document created	Victoria Goncharova
27/09/2016	1	2	Document updated with feedback from the project team	Victoria Goncharova
31/10/2016	2	3	Document updated with feedback from the Head of Group	Victoria Goncharova



This project is funded by the European Union and is implemented by the European Environment Agency

European Environment Agency



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1 Purpose

This document comprises the Communications Plan for the ENI SEIS II East Project. This document is based on the outline of the communication and visibility plan¹. The purpose of this plan is to define all the project's stakeholders; and describe the means of planned communication between these stakeholders and the project team to ensure effective communication throughout the project implementation.

2 Background

The Eastern Partnership² establishes a path for the EU to deepen its relations with Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine through bilateral and multilateral cooperation. The project is in the context of the Eastern Partnership Initiative that aims to deepen the EU's relations with the six Partnership countries, supporting the promotion of environmental protection by strengthening environmental governance.

The EEA has a central role in collecting and providing environmental information in Europe. With the help of its European environment information and observation network (Eionet), it has been a leading proponent of SEIS from the start of the initiative.

In 2008, the European Commission confirmed its commitment to the implementation of SEIS and extending the application of SEIS principles to the neighbouring countries, where the EEA was entrusted to carry the process forward.

The lessons learned from the implementation of the ENPI-SEIS project (Q4/2009 – Q1/2015) have been integrated in the design of this project and allocate resources to increase SEIS visibility at the national level and engaging more actively civil society. This plan elaborates actions for visibility and involvement of the civil society in this project.

3 Stakeholders and Governance

For the purpose of this project, stakeholders are defined as “parties with an interest in the execution and/or outcome of the project”. Stakeholders can be divided into three broad categories:

- **Eastern Partnership Countries** where the action is implemented: Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine; National Focal Points and wider network at the national level;
- **The EU** Member States involved in the cooperation, EU delegations, other EU funded projects to ensure a coordinated approach, and Eionet;
- **International organisations** that are conducting environmental projects in the six Eastern Partnership countries.

3.1 Stakeholder groups

¹ As per Description of the Action Annex VI

² See Description of The Action Annex I

Project Management Group (PMG) provides strategic level steering; is responsible for the strategic direction of the project; and links to political developments affecting the relationship between the EU and the countries in the region. The group consists of EC represented by DG Near, DG ENV, Eurostat, and EEA. On an ad hoc basis, relevant partners such as Eionet, EU DEL, and UNECE Conventions are invited to provide input.

Regional Steering Committee (PSC) acts on a regional level and guides the project implementation ensuring regional consistency of national plans, and acts as a decision-making body. It is comprised of National Focal Points (see below) two representatives from each of the partner countries, DG NEAR, DG ENV, EEA, other regional partners, and international organisations.

Internal ENI/IPA Steering Committee provides internal EEA project governance and link to EEA activities. Consists of identified representatives from each EEA programme and ENI SEIS II Project Team.

National Focal Points implement and coordinate project activities. Includes two national counterparts nominated by each country, representing the Ministry of Environment and the National Statistical authority.

National Implementation Team (NIT) coordinates national activities and ensures broader buy-in to the process. Essentially this means establishing the 'national component of Eionet'. It brings together the two NFPs, the national coordinators/assistants, relevant counterparts in other ministries and institutions, and civil society organisations.

EC Delegations provide knowledge on the EU funded activities within the Partnership countries, and advice on coordination with other relevant, bilateral initiatives. Delegations are consulted to ensure that target audiences within these countries are reached via appropriate channels.

Civil Society promotes environmental governance on a country/regional level.

Eionet experts are representatives from EEA countries that will provide experience and expertise.

Joint Research Centre (JRC) provides expert advice and support, as identified during the project implementation.

Eurostat maintains a regular dialogue with the statistical authorities in the countries and cooperates with the parallel project on waste statistics.

UN bodies (UNECE and UNEP) closely cooperate through activities with joint task forces and working groups.

The Aarhus Centres improves awareness among the public and governmental authorities by disseminating environmental information and carrying out capacity building.

3.2 Project Governance

Project Level External

Project Management Group – strategic level guidance;

Regional Steering Committee – regional level guidance;

Project Level Internal

EEA Internal ENI-IPA Steering Committee – internal guidance and allocation of resources;
Project Team – on-going project management and implementation of activities.

4 Communication Goals and Objectives

The overall goal of the communications plan is to promote the project in the Partnership countries, regions and with international partners. To achieve this goal, it is important to involve the key stakeholders and to streamline communication in order to present an integrated and consistent message. The project's communications will be in line with SEIS principles and local language needs.

Figure 1 below represents a stakeholder pyramid and communication goals to move stakeholders up the pyramid level. Thus, communication starts with an informative function and later develops into community creation; resulting in identification with the project goals and deliverables, commitment, trust, and active participation in the project.

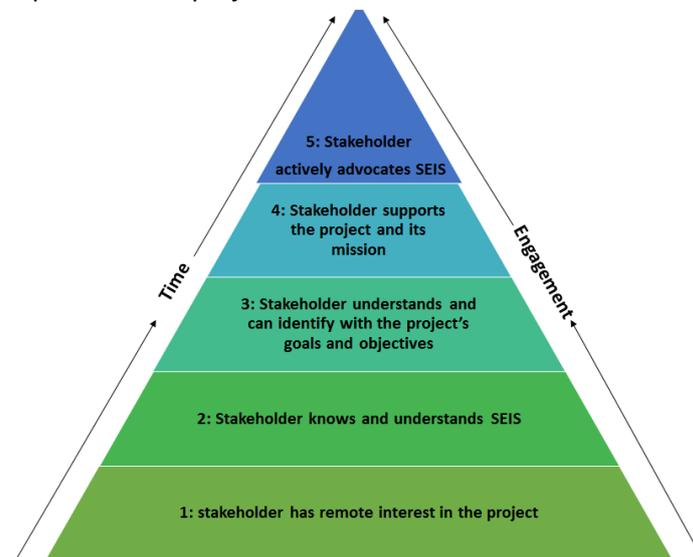


Figure 1: Objectives pyramid

In order to move the stakeholders up the pyramid, communication will focus on the following objectives (coherent with the levels of the pyramid):

1. Establish and maintain regular dialogue with relevant stakeholders and engage them in the implementation of the project.
2. Raise awareness and understanding of the ENI-SEIS II project goals and objectives.
3. Raise awareness and understanding among countries about their role in the project, and contribution to the process of SEIS implementation in the ENP region.
4. Involve stakeholders in achieving project objectives.
5. Engage stakeholders to promote the project within their organizations, countries, and regions.

As this project has a variety of stakeholders who are currently on different level of the objectives pyramid (some stakeholders are already supporters, and some are prospects), communication will occur simultaneously within the five objectives (phases of communication).

5 Communication Products

Communication Products will be delivered during the course of the project to support communication’s objectives. The table below describes these communication products that for specific communication phases as outlined in objectives.

Phase	Product
All	<ul style="list-style-type: none"> • Management of key stakeholders relationships; • Creation and management of a dedicated project website, including relevant information, reports, meetings repository, calendar of events, list of deliverables, and news section; • Contribution and/or links to other EU-funded environmental projects including other websites and newsletters run by the EC³ and UN⁴; • Newsletters for the project, news from the countries; • Creation of a bi-annual newsletter and tailor-made promotional materials (leaflets, flyers, banners, etc.) to ensure adequate dissemination of project outcomes and best practices; • Broadening use of social media and national media/ press offices and/or communication departments within the national authorities in order to engage with the wider community on the SEIS benefits; • Translation of promotional materials, reports, guidance and methodological documents of relevance for the SEIS development into Russian and/or local languages; • Development of success stories throughout the project implementation and show cases (before- after); • Collection of best practices and lessons learned. • Internal EEA project awareness. • Presentations at relevant meetings and synergy with other projects’ activities. • Execution of the relevant project visibility national (in local languages) and regional events.
1	<ul style="list-style-type: none"> • Identification of all project stakeholders • Integration of researchers, academia, and civil society into project activities in cooperation with Arhus Centres and Regional Environment Centres; • Linking with the communication programme at EEA and coordination with communication experts from the national authorities in the partner countries; • Establishing and managing realistic expectations.
2	<ul style="list-style-type: none"> • Arhus Centres, and RECs in the partner countries (documented); • Communication of the project’s vision, mission and key deliverables; • Development of the future success stories and key success factors for the project activities together with the stakeholders; • Establishing rhythms for the regional and national communications.
3	<ul style="list-style-type: none"> • Creation of synergies between the project and Eionet NFPs, ensuring structured Eionet involvement in the project activities;

³ Capacity4Dev.eu and other EC platforms

⁴ UNECE, WGEMA, ENVSTAT, UNSD

	<ul style="list-style-type: none"> Support of national communication activities and visibility events of national communication and visibility plans, agenda setting, provision of speakers, moderators, promotional materials and information to local media as requested), in coordination with national focal points, the EU Delegations, the Involvement of public media and possible press-tours.
4	<ul style="list-style-type: none"> Organisation of events at relevant national and regional fora; Organisation of visibility side events at relevant European and regional fora; Co-designing and co-creating communication of the project's tangible results and cases.
5	<ul style="list-style-type: none"> Active contribution from the stakeholders to the dedicated project website, and newsletters; Communication of project's successes.

6 Measurements

The table below outlines measurement for communications objectives.

Nr	Objective	Measurement
1.	To establish and maintain regular dialogue with relevant stakeholders, and engage them in the implementation of the project.	Project's stakeholders are identified Project stakeholders are involved in the country visits/ EEA meetings.
2.	To raise awareness and understanding of the ENI-SEIS II project goals and objectives.	Project stakeholders understand project's objectives, and SEIS concept
3.	To raise awareness and understanding among countries about NFPs and NIT role in the project and contribution to the process of SEIS implementation in the ENP region.	Project stakeholders understand and identify with their role in the project and how they can contribute to project's implementation.
4.	To involve stakeholders in achieving the project's objectives.	Project stakeholders are actively involved in delivering the project's outputs.
5.	To engage stakeholders to promote the project within their organizations, countries, and regions.	Project stakeholders are actively involved in promoting the project in their sphere of influence.

7 Key Messages

Table below outlines stakeholders, their interests and the project's key communication messages (focusing on relevance, resonance and reach).

<i>Stakeholders</i>	<i>Key Message</i>
Project Management Group	Clarity about the progress of the project and synergies with other EU funded projects.
Regional Steering Committee	Countries priorities are addressed in the project and reflected in the regional plans. Review and stock taking of project activities on an annual basis.
ENI/ IPA Steering Committee	Progress achieved by the project and impact on EEA.

National Focal Points	Added value of the project and support from EEA in conducting national activities. Meeting international reporting obligation via SEIS principles.
National Implementation Teams	Added value of the project and support from EEA in project management and with resources.
EC Delegations	Clarification of the project's goals and objectives.
Relevant Ministries and inter-institutional entities	Added value of the project and how it relates to their activities.
Civil Society	Added value of the project and involvement in national activities.
Eionet Experts	Project progress and what expertise is required.
JRC, Eurostat	Project progress and what expertise is required.
UN bodies	Cooperation with the relevant projects.
The Aarhus centres	Cooperation with NIT, synergies with the Aarhus Centres mission.

8 Risks

Below are identified specific risks related to communication regarding the project.

#	Risk	Counter-measure
1	The project is not a priority for the stakeholders in the targeted region/ countries	Carefully identify stakeholders interested in the project's success and engage them initially
2	Lack of resources: communication/PR experts in the countries or their availability	Training of the national assistants/coordinators in communications activities
3	Frequent changes in NFP	Engage a strong assistant/coordinator to manage changes (brief new members) and act as liaison with the EEA project team
4	Institution of NIT is delayed	Identify initiation of the NIT as a priority
5	Civil Society is not involved in the project	Work with the EU delegations to identify relevant civil society organisations, cooperate with the Aarhus Centres

9 Information Storage and Distribution

Document management system – project management documents are stored in the folder structure;
 Project website – information for the general audience, for the project members, and partners;
 Project intranet site - EEA project visibility.

10 Project Resources

10.1 Project team members (as of 31st October 2016)

Name	Function	Organisation	Funding
David Stanners	Head of Programme	EEA	EEA core
Galina Hristova	Head of Group	EEA	EEA core
Tommi Multala	Financial Officer	EEA	EEA core
Adriana Gheorghe	Project Member	EEA	EEA core
Jean-Nicolas Poussart	Project Manager	EEA	Project funded
Victoria Goncharova	Programme Officer	EEA	Project funded
Stefania Tomasina	Project Assistant	EEA	Project funded
Jana Tafi	Project Coordinator	EEA	Project funded
Nihat Zal	Cross-thematic support expert	EEA	Project funded

10.2 Project communication lead

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