COMMUNICATION PLAN

ENI SEIS II EAST Project

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Amendment Record

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22/09/2017	3	4	5. Communication products update 7. Targets and messages update 10.1 Project resources update	VG
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1 Purpose

This document is the Communications Plan for the ENI SEIS II East Project. It is based on the outline of the communication and visibility plan[1] from the project's ToR. It defines all the project's stakeholders; and describes communication between these stakeholders and the project team throughout the project implementation.

2 Background

The Eastern Partnership[2] 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 a part of the Eastern Partnership Initiative and supports 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 has a leading role.

The lessons learned from the implementation of the previous ENPI-SEIS project (Q4/2009 – Q1/2015) have been taken on board and specific resources are allocated to increase SEIS visibility at the national level and to engage with civil society.

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**: 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

Project Management Group (PMG) is responsible for the strategic direction of the project; 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.

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[1] As per Description of the Action Annex VI
[2] See Description of The Action Annex I

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

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

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

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 improve 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.
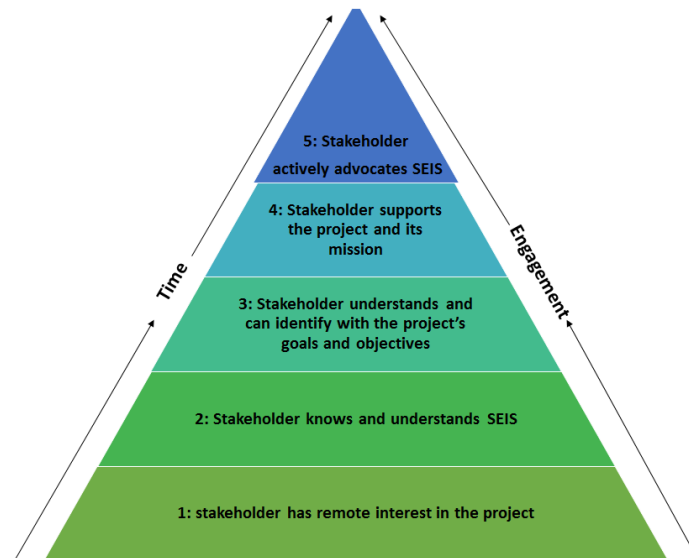

Figure 1: Objectives pyramid

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 support communication's objectives. The table below describes these communication products that for specific communication phases as outlined in objectives.

Communication products

1. Internal
- 1.1 Processes and Procedures
- 1.2 Guiding project team on communications
- 1.3 Lessons learned
- 1.4 EEA intranet
- 1.5 Come and Communicate

2. External
- 2.1 Stakeholder Identification
- 2.2 Communication Plan
- 2.3 Presentations
- 2.4 Project events: seminars, trainings
- 2.5 Country Visits
- 2.6 Agendas
- 2.7 Translations of project materials
- 2.8 Web site
- 2.9 Email communications
- 2.10 Press releases
- 2.11 Visualisation of project results (publications, CLC post cards etc)
- 2.12 Leaflet
- 2.12 Banners: Project and SEIS
- 2.13 Newsletters
- 2.14 National campaigns
- 2.15 Bi-laterals with NFPs
- 2.16 Workshop/ master class on communications
- 2.17 Promotional items
- 2.18 Case study
- 2.19 Photographs
- 2.20 Study on effectiveness/ efficiency of assessments
- 2.21 Contributions to social media of the EUD
- 2.22 Drafting project governance documents
- 2.23 Story line
- 2.24 Official correspondance

3. Visibility
- 3.1 Side Events
- 3.2 Presentations at EU and other international events
- 3.4 NRC com network in the country
- 3.5 Project visibility on the countries' web sites
- 3.6 Networking with key stakeholders

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 build an NRC network in order 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 Targets and Key Messages

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

Targets	Key Message (s)
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 (Internal)	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.
NRCs in relevant Ministries and inter-institutional entities	Capacity building and 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 Arhus 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	Identify capable NRCs within the countries

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

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

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 Coordinator	EEA	Project funded
Victoria Goncharova	Project Officer	EEA	Project funded
Stefania Tomasina	Project Assistant	EEA	Project funded
Jana Tafi	Project Manager	EEA	Project funded
Nihat Zal	Project Manager	EEA	Project funded

10.2 Project communication lead

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