



COMMUNICATION PLAN

Status of activities & next steps

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STATUS

- Logo & CD finished sent around after Meeting
- **Communication Plan:** 1st draft prepared, will be sent to JTS & Partners after this meeting
- Contact list: Feedback so far: 2! (deadline: 22.03.2010)
- Press Releases: 1st Press Release prepared by LP & Communication Manager & sent around
- 4 Press & 1 Online Articles published





TARGET GROUPS

- SMEs in partner regions and beyond
- Public Administrations (local, regional, national)
- Umbrella Organisations
- Politicians

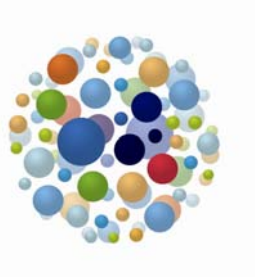




KEY MESSAGES

Any Proposals?





COMMUNICATION TOOLS

- Project Profile (hand out for experts)
- Roll ups for Conferences
- Public Awareness Conferences
- Newsletter
- Website
- Handbook (Final Report)





COMMUNICATION TOOLS AND BUDGET

Ca. 30.000 € to be spent for:

- 3 Public / Political Awareness Conferences
- 2 International Workshops
- Promotion Material (Roll-ups, Project Profile)
- Print and Design of Handbook (Final Report)





INDICATORS

- Common Results (predefined by Programme)
- Priority (4) Specific Results
- Additional Results
- Communication and Information

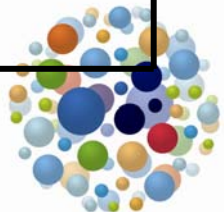




COMMON RESULT INDICATORS

Result:
Increased political recognition

Indicator	Quantification
Number of Politicians and Decision Makers directly involved	5 ?
Number of open Public Events with politicians participation	3 ?
Number of political Statements to be endorsed, resulting from Project Activities and signed within the Project Lifetime	0 ?





PRIORITY SPECIFIC RESULT INDICATORS

Result:

Rural areas are attractive places to live and work

Indicator	Quantification
No of employees (SME and administrations) involved in training courses for the use of ICT tools	30 ?
No of visitors of virtual meeting points	400 ?





PRIORITY SPECIFIC RESULT INDICATORS

Result:

Public bodies are more business oriented

Indicator	Quantification
No. of G2B processes targeted by project	5 ?
No of employees involved in training courses for workflow improvement	30 ?
No of additional visitors of websites of involved administrations	10.000 ?





ADDITIONAL RESULT INDICATORS

Result:

Reduced Barriers for investment & employment

Indicator	Quantification
No. of processes facilitating employment of foreign labour targeted by project	5 ?
NO. of Public Auth. “Guidelines to facilitate employment of foreign labour” handed to	

