

Chapter G	Annex G01
Version	3.2

COMMUNICATION PLAN OF ACTIVITIES

IPA Institution: Ministry of Public Administration and Local Self Government  
 IPA Action Programme: Action Programme for Serbia under IPA 2014  
 Sector Support/Action/Result: Democracy and Governance Sector/Action No. 2:  
 Support to the local self-Governments – Exchange 5  
 Programme  
 Period: year 2019

Specific Objective	Activity/Communication tool	Target Groups/s	Timeline/Frequency	Indicators (output/result/impact)	Responsibility for Implementing (Institution)	Comment
1. Broad recognition of Exchange 5 Programme as well as the timely availability of relevant Programme information ensured, including the promotion of importance of EU support to local authorities in Serbia  <i>(link with CAP SO 2.2 - The activities and results of individual projects are effectively communicated; and CAP SO 2.5. – IPA Programmes are implemented transparently, in</i>	1.1 Regular publishing of Programme-related news (on Serbian and English) on SCTM and MPALSG website and Social Networks (Twitter, Facebook, YouTube)/ design and distribution of Exchange 5 web banners	Population of Towns and Municipalities, CSOs, Regional Development Agencies, Local Authorities and employees in local administrations, Republic and local media representatives. Competent national institutions (e.g. Ministries in charge of finance and LSG, institutions involved in property	Continuously	Number of published news/ banners	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	
	1.2 Boosting Exchange 5 web page (development of English version in addition to Serbian and uploading relevant Programme material in both versions) as the integral part of the SCTM web site		In the course of year 2019	Web page, number of news published, number of web page visits	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	
	1.3 Preparation and publishing of SCTM E-bulletin featuring Exchange 5-related news		On quarterly basis	Number of E-bulletins and list of recipients	Ministry of Public Administration and Local Self Government/	

accordance with the EU rules)

		registration and management, etc.)			Standing Conference of Towns and Municipalities	
1.4 Special issue of SCTM Magazine Local Self-Government dedicated to EU Exchange 5 Programme			At least one issue of SCTM LSG Magazine in year 2019	Mailing list of recipients	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	An issue of the SCTM Magazine Local Self-Government will be prepared at the beginning of 2019. It will contain the information regarding selected municipal projects within Exchange 5 Grant Scheme, (Component 1) and results achieved through the Component 2 during the first year of provision of support in the scope of the Programme. To the extent possible given the timeframe, this issue would likewise feature the Call for the property management MSPs as well as the Call for new LSGs for PB support; Major policy

1.5 Organizing media statements of relevant spokespersons throughout the duration of Programme
1.6. Distribution of the Exchange 5 promo materials: EU Visibility boards/ Leaflets/ Posters/ Roll Up/ Folders/ Notebooks/ stickers/ Promo wall
1.7. Ensuring effective communication channel on property management, Programme budgeting and strategic planning (Exchange 5 – related topics) through the SCTM Advisory Centre
1.8. Rising awareness of the members of SCTM Committees and Networks on results, best practices gained through Exchange 5

			developments are expected by the end-2018 such as important amendments to the Law on Public Property and their relevance for the LSGs and Exchange 5 will likewise be presented within the Magazine.
Continuously	Media reports/ list of participants	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	
Continuously	Number of visibility items disbursed to target audience during year 2019 (usage frequency for promo wall and roll up)	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities/CFCU	
Continuously	Lists of FAQ Reports on the provided on-demand-assistance Meetings of SCTM liaison officers network	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	
Continuously (on average on annual level - two meetings of the Committee for Finance and Public	Number of meetings of the Committee for Local Finance and Public property and relevant SCTM Networks	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and	

			as well as lessons learnt/ Website, Social Networks	Property and two respective meetings of the Networks for Local Finance and for Property Management)		Municipalities	
			1.9. Creating special media kit (Fact sheet) to increase the level of understanding of the Project and to ensure media coverage	At least once in the course of year 2019	Special media kit (Fact sheet) distributed to republic, regional and local media	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	Distribution of Programme factsheets is planned as an accompanying asset for the media in the course of planned events – signing ceremony for the award of grants and info- days for the MSPs on property management.
2. Importance of property management and of availability and effects of Exchange 5 grant support to municipalities effectively promoted  <i>(link with CAP SO 2.2 - The activities and results of individual projects are effectively communicated; and CAP SO 2.5. – IPA Programmes are implemented transparently, in</i>	2.1 Releasing video trailer about importance of property management and on experiences gained through previous EU support	Population of Towns and Municipalities who will benefit from municipal projects awarded through Exchange 5 GS (Public Utility Companies, CSOs, Regional Development Agencies, Local Authorities) and population in general. Competent		At least 2 releases of the video trailer planned in year 2019	Promotional video trailer about importance of property management released for the occasion of MSP info days (2 in 2019)	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	This trailer was produced in year 2017 and used notably during info days concerning Programme grant scheme. During year 2019, at least 2 releases of this video material are planned for the occasion of 2 regional info days in the scope of the Call for property management MSPs

accordance with the EU rules)	2.2 Organizing signing event for the Exchange 5 grant scheme and promotion of the grant-awarded LSGs & other partners/ SCTM Website, Social networks, E-bulletin, media statements, promotional materials	national institutions (e.g. Ministries in charge of finance and LSG, institutions involved in property registration and management, etc.) Republic and local media representatives	In the first quarter of year 2019	Organized signing event/ leaflets/media reports/ posts on website and social networks 1 TV and 1 print media report	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities/CFCU	Currently, the signing event is tentatively scheduled for January 2019
	2.3 Rising awareness on the effective management of Exchange 5 grant scheme municipal projects / SCTM Website, E-bulletin, Social networks, promotional materials		In the first quarter of year 2019	80 copies of the Implementation manual for the municipal projects are planned to be disbursed at the occasion of two (2) kick-off seminars for municipal projects implementation	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities/CFCU	Implementation of kick-of seminars as well as the disbursement of the implementation manual, shall follow upon the award of grant contracts for the grant scheme
	2.4. Organizing an International conference on property management/ SCTM Website, E-bulletin, Social networks, media statements, promotional materials		In the course of year 2019	One International conference/ list of participants/ leaflets/ 3-4 media reports / posts on website and social networks	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities/ Ministry of Finance	Timing for this event depends on the agreement with MFIN (Property Department)
	2.5. Promoting availability and requirements of the EU grant support through Exchange 5 Municipal Support Packages (MSPs) for municipal projects on property management to least developed LSGs/ SCTM Website, E-bulletin, Social networks, media statements,		In the first half of year 2019	Call for MSPs launched/published and two regional Info days carried out / leaflets/release of video trailer on public property/media reports/ posts on website and social networks	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities	

	promotional materials					
<p>3. Programme and capital budgeting and strategic planning effectively promoted</p> <p>(link with CAP SO 2.2 - The activities and results of individual projects are effectively communicated; and CAP SO 2.5. – IPA Programmes are implemented transparently, in accordance with the EU rules)</p>	<p>3.1 Rising awareness of the results of annual mapping exercises concerning adopted strategic and action documents, Programme budgets &amp; related reports/ SCTM website, E-bulletin, Social networks</p>	<p>Population of Towns and Municipalities, CSOs, Regional Development Agencies, Local Authorities and employees in local administrations.</p>	<p>One annual mapping cycle in year 2019</p>	<p>Number of meetings of relevant SCTM Committee(s), Network(s) and of Expert (working) group for Local Sustainable Development Strategies (LSDS)/relevant texts in E-bulletins and website</p>	<p>Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities</p>	
	<p>3.2 Promoting processes and benefits of effective programme and capital budgeting and strategic planning at the local level Manual for Programme Budgeting/ SCTM Website, E-bulletin, Social networks, promotional materials</p>	<p>Competent national institutions (e.g. Ministries in charge of finance and LSG, Public Policy Secretariat) Republic and local media representatives</p>	<p>5 annual workshops for improvement of Programme budgeting by mid-2019;</p> <p>12 regional trainings for Programme budgeting annually in the second half of year 2019;</p>	<p>5 workshops for improvement of programme budgeting organized/ list of participants/ workshops' materials</p> <p>12 trainings for programme budgeting organised/ list of participants/ leaflets/ media reports;</p>	<p>Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities/ Ministry of Finance</p>	<p>Regional trainings on Programme budgeting include also aspects on capital budgeting as well as on the new planning system, and are to be carried out in coordination with competent institution – MFIN and the Public Policy Secretariat (PPS)</p>
	<p>3.3. Promoting the availability and requirements of direct technical support to LSGs on planning and Programme budgeting processes</p>		<p>One Call for LSGs to apply for direct technical support on planning and Programme budgeting processes is planned in the first half of year 2019</p>	<p>Call for direct technical support to LSGs launched/media reports/ posts on website and social networks</p>	<p>Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities</p>	<p>This will be the second Call of this type in the scope of the Programme intended for the selection of at least 4 additional LSGs, while the support for the 8 LSGs selected upon the first Call shall</p>

						be largely completed by 2 <sup>nd</sup> quarter of year 2019
	3.4. Organizing national conference on Planning system and Programme budgeting/ SCTM Website, E-bulletin, Social networks, media statements, promotional materials		In the course of year 2019	One conference organized/ list of participants/ leaflets/ 2-3 media reports/ Posts on website and Social networks	Ministry of Public Administration and Local Self Government/ Standing Conference of Towns and Municipalities/Ministry of Finance	Timing for this event depends on the agreement with MFIN (Budget Department) as well as with the PPS as competent for the planning system in Serbia. The aim will be to present revised programme structure of the LSGs' budgets upon the agreement with MFIN as well as to promote importance of the new planning system for LSG operations
4. Systemic preconditions for successful planning, cooperation and coordination of the IPA programme communication are created	4.1 Development and strengthening of coordination of the communication activities	IPA visibility officers/PRs in final beneficiaries institutions	At least two coordination meeting held per year	At least two coordination meeting held per year; sustainable and active mailing list; regular information-sharing; specialized seminar in communication held	NIPAC TS/IPA visibility officers/MEI - Communication and Training Department	
5. Timely developing Plan of Communication Activities per Sector	5.1 Preparation and developing of the Plan of Communication Activities	Visibility officers network/IPA Units	At the end of 2019	Developed Plans of Communication Activities per Sector Support/	NIPAC TS/BCPME, Visibility officers network	

Support/ Action/ Result on annual basis	per Sector Support/ Action/ Result on annual basis			Action/ Result on annual basis		
6. Timely reporting on the status on implementation of the IPA NAP 2014 Communication plan of activities	6.1 Preparation of reports on implementation of the Communication plan of activities	Visibility officers network	At the end of 2019	The reports on the implementation of communication activities prepared and delivered to the NIPAC TS/Reports are consolidated/Report on implementation of communication activities for IPA NAP 2014 programme prepared.	Visibility officers network, NIPAC TS/BCPME Visibility officer	

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