**Information and Communication Plan**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No**  | **Communication objective** | **Target group/ Project stakeholders**  | **Activities** | **Output indicator** | **Time** | **Responsible partner** | **Indicative budget** |
| 1 | Raise awareness - to ensure that information about Project's activities and results and contribution of Programme for the implementation of the Project will reach the wider public | wider public, incl. local population, media channels, local and national authorities, international co-operation partners | Digital activities - dissemination of information about Project and Programme to main stakeholders in Estonia and Pskov region on partners' websites | - 1 main Project web-page at website of Lead Partners and references to Project web-page at 5 Estonian and 3 Russian partners' websites | from July 2019 to Dec 2021 | PPs 1-9 |  |
| Publications - dissemination of information about Project and Programme to main stakeholders in Estonia and Pskov region in local press, partners' websites and other channels | - 4 articles-interviews about Project activities-outcomes-partners and EstRus Programme both in Estonia and Russia | from July 2019 to Dec 2021 | PPs 1-9 |  |
| Promotional material - installation of informational banners with project/programme information to investment objects in Estonia and Russia during and after the construction works | - 6 sets of banners in Estonia (at 6 objects - small harbours of Värska, Luunja, Mustvee, Vasknarva, Räpina; barge workshop in Tartu)- 3 sets of banners in Russia (at 3 objects - mooring facilities in Tolbitsa, water treatment station in Cheryokha and wastewater treatment facility in Pskov) | from July 2019 to Dec 2021  | PPs 1-6 and 7-9 | EUR 2842 |
| Promotional material - marking procured equipment (in small harbours, waste water treatment facilities, watercrafts, etc) with programme logo | - 1 set of logos in Estonia (equipment of 1 object - in Räpina small harbour) -1 set of logos in Russia (at 1 object - passenger launch in Pskov oblast, equipment at wwtp in Pskov city) | from July 2020 till December 2021  | PPs 6, 7 - 9 |  |
| 2 | Introduce - to ensure that information about project's activities and results will reach the direct target groups of developed infrastructure and its services | direct target groups of developed infrastructure and its services, incl. users of small harbours in Estonia and Russia (fishermen, water tourists, etc) and water/ wastewater treatment facilities | Public events – organising events when the cornerstone is laid for the infrastructure objects and after finalisation of the construction, dissemination of information on developed new/improved services and facilities by information materials, news in media channels, etc. | - 6 press releases and 6 public events about outcomes of small harbour development in Estonia;- 4 press releases and 4 public events about outcomes of small harbour and water/ wastewater treatment facilities in Russia. | from July 2019 to Dec 2021  | PPs 1-6 and 7-9 | EUR 10920 |
| Publications - dissemination of information on developed new/improved services and facilities in small harbours for users (fishermen, water tourists, etc) in Estonia and Russia by information materials, news in media channels, local press, etc. | - 6 press releases about outcomes of small harbour development in Estonia;- 4 press releases about outcomes of small harbour and water/ wastewater treatment facilities in Russia. |