



Interreg 
SLOVENIA – HUNGARY
European Union | European Regional Development Fund

Communication Plan - 2019

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Joint Secretariat / Info point

Mala Nedelja, 12th November 2018

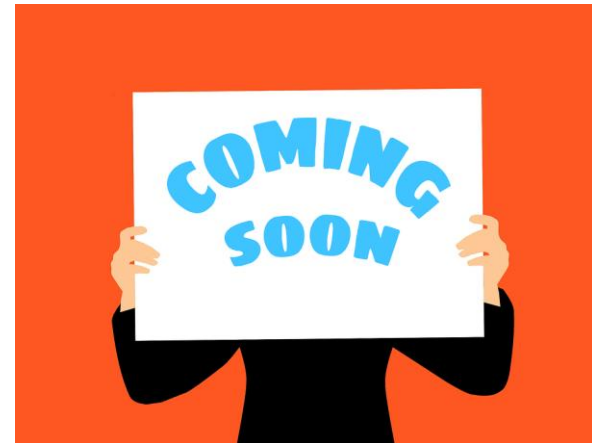
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Communication Plan for 2019

- **Basis**
 - Communication Strategy
 - Number and contents of ongoing projects
 - Experiences of past years
- **Traditional activities and tools**
- **Continuing new activities and tools**
- **Overall communication topic**





Programme Communication - Characteristics

- **Main topic** – cycling
- **Storytelling**
 - Cycling projects
 - Programme events (EC DAY 2019)
- **Contests**
 - Photo competition – general public
 - Best SI-HU Project – beneficiaries





Traditional Communication

- **Website** – regular updates
- **E-Newsletters** - regular publication
- **Facebook** – regular updates
- **Individual consultations**
 - as per requested by (potential) beneficiaries
 - project development, fulfilment of conditions
- **Workshop/Seminar** – Q1-Q2 of 2019
 - Reporting and controls
- **Signing ERDF Contracts** – Q1-Q3 of 2019
- **Annual event** – September 2019
 - European Cooperation Day 2019





Communication Plan for 2019

| Tool | Applied method | Topic | Date | Target |
|---|-------------------------------|---|--|------------------------------------|
| Programme website and Social media (networks) | Publication of news | All information (CP and project related) | All year (average 2-3 per month) | All |
| | | Major events (invitation, follow up) | All year | |
| | | Results of the CP | Q2/Q3 | |
| | | Contract Signatory Dates | Q1/Q3 | |
| | Storytelling | Stories of projects linked to cycling (1-2 stories) | Q2-Q3-Q4 | |
| | Publication of news | Publishing entries of photo competition | Q4 | General public |
| | | Reminder on Best practice (project) contest | Q2/Q3 (results in 2020-22) | (Potential) beneficiaries |
| Seminars / Workshops | Workshop | Application package, reporting and control | Q1/Q2 | (Potential) beneficiaries |
| Individual consultations | Personal, on-line | Application, eligibility | All year (upon request of beneficiaries) | (Potential) beneficiaries |
| Events for the general public | Annual event | EC DAY 2019 | September | All |
| Press conference | Linked to official CP events | Contract Signatory Ceremonies | Q1/Q3 | Media (Potential) beneficiaries |
| Press release | Linked to official CP events | Contract Signatory Ceremonies | Q1/Q3 | Media |
| | | EC DAY 2019 | September | |
| Media relations | Press conference | Contract Signatory Ceremonies | Q1/Q3 | Media |
| | Press release | Contract Signatory Ceremonies | Q1/Q3 | |
| | | EC DAY 2019 (follow-up) | September - early October | |
| Press advertising | Annual event | EC DAY 2019 | September | General public |
| Radio | Linked to official CP events | Contract Signatory Ceremonies | Q1/Q3 | General public |
| Television | Linked to official CP events | Contract Signatory Ceremonies | Q1/Q3 | General public |
| | | EC DAY 2019 (on-site report) | September | |
| Outdoor campaigns | Annual event | EC DAY 2019 | September | All |
| Contests | Target group oriented contest | Photo competition entries | Q4 | General public |
| | | Reminder on Best practice (project) contest | Q2/Q3 (results in 2020-22) | (Potential) beneficiaries |



For more / update information please visit:

<http://www.si-hu.eu>

<https://www.facebook.com/InterregSIHU/>

Thank you for your attention!