PROJECT COMMUNICATION PLAN

Project specific objectives	Communication objectives	Activities		Budget	Target groups		Communication tools and channels	Timeplan	Partner role	Evaluation	
What kind of change will the project achieve?	How will the project achieve objectives – by increasing knowledge, raising awareness, influencing attitude, changing behavior?	What needs to be done to realize the project (and communication) objectives?	How will the activities be promoted?	Which expenditure and other resources are needed to achieve project objectives?	Which social groups, organizations and/or individuals are relevant for the project?	What are the main characteristics of target groups; their interests, needs, existing knowledge…?	To which media and which target groups do you plan to disseminate information about the project?	To which media and which target groups do you plan to disseminate information about the project?	Which partner (or partners) is in charge of an activity and objective?	How will you assess implemented communication measures? Is it necessary to revise the communication plan?	How can you measure reach and eventual deviations of communication measures?
fill-in using data from eMS > Workplan > WP Communication	*fill-in using data from eMS > Workplan > WP Communication*	*fill-in using data from eMS > Workplan > WP M, Impl, Inv and/or Comm*	*please explain communication and promotional aspects of each activity indicated to the left*	*fill-in using data from eMS > Budget*	*fill-in using data from eMS > Workplan > Target Groups*	*please explain different approaches for each target group*	*fill-in using data from eMS > Budget & eMS > Workplan > WP M, Impl, Inv and/or Comm*	*fill-in using data from eMS > Budget > Periods & eMS > Workplan > WP M, Impl, Inv and/or Comm*	*fill-in using data from eMS > Budget & eMS > Workplan > WP M, Impl, Inv and/or Comm*	*please explain the progress of communication and promotion measures*	*please evaluate the success of communication and promotion measures*
Valorization of natural and cultural heritage in the Adriatic hinterland region	Increase knowledge	Reconstruction of hiking trails in Adriatic hinterland	The reconstruction of old hiking trails will be presented as a pilot project dedicated to revitalize the Adriatic hinterland heritage.	PP2 > 200.000,00 EUR	Population of the Adriatic hinterland region City authorities Tourist boards and organizations Tourists from the cross-border area …	Population > not fully aware with recreation and tourism facilities set along the Adriatic hinterland region. Tourist boards and organizations > interested in promoting tourist destinations in the region. Tourists > interested in new destinations in the region. …	TV commercial > population Radio announcements > population A series of interviews in local media > city authorities Facebook Adds > tourists (for example, younger ager groups) Promotional flyers > local community (for example, older ager groups)	M7 – M8 or 08 / 2020. – 09 / 2020 or Q3 / 2020	PP2 > City	Number of published articles Number of reports published in media Number of adds on social networks Social media analytics and reports Number of participants of an event Number of printed flyers …	Number of press releases sent to media / number of published articles Analysis of social media interactions Increase in tourists visiting the reconstructed docks …
		Mapping of hiking trails and historic sites in Adriatic hinterland	With the aim of promoting historic sites in Adriatic hinterland and showcasing the region's rich heritage, a database about these sites will be developed.	PP5 > 10.000,00 EUR	Population of the Adriatic hinterland region City authorities Academic community Tourist boards and organizations Tourists from the cross-border area Travel agencies …	Cities, municipalities, tourist boards and organizations > real-time data is needed to plan and promote the tourist offer of the region Travel agencies > new information is needed to develop new tourist services …	Interactive map > cities, municipalities… Web banners > travel agencies Instagram > tourists (for example, younger ager groups) Presenting the interactive map on a conference > academic community	M16-M18 or 01/2021 – 03 / 2021 or Q1 / 2021	PP5 > Municipality	Number of published articles Social media reach Social media interactions Conference presentation …	Analysis of web traffic for the interactive map Use of the interactive map by tourist boards and organizations …
	Raise awareness	Raising awareness campaign about the natural heritage of the Adriatic hinterland region	In order to showcase natural sites in Adriatic hinterland region, indicate their importance for tourism and highlight possible threats endangering these sites, the social campaign and a series of walking tours will be organized.	LP > 14.000,00 EUR	Population of the Adriatic hinterland region in risk of pollution Tourists from the cross-border area Public institutions dealing with protection of the environment Non-governmental organizations	Population > not fully aware how to better protect the Adriatic hinterland region environment NGO > insufficient resources to raise awareness on protecting the Adriatic hinterland region environment …	Facebook, Instagram, YouTube > tourists and NGOs Walking tours > local community Photo exhibition > local community Written media > NGOs	M5 – M15 or 01/2020 – 10/2020 or Q3 and Q4 / 2020	LP > NGO	Number of press releases sent to media Number of published articles Number of published interviews Social media interactions Walking tours organized …	Analysis of social media interactions New cooperation (for example, with NGOs) Number of visitors to the exhibition Number of participants of walking tours …

examples explained in this document are illustrative.

REPUBLIKA HRVATSKA
Ministarstvo regionalnoga razvoja i fondova Europske unije