

COMMUNICATION PLAN

FOR THE PROGRAMME G:

“Capacity Building of national asylum and migration management systems”

Strategic Overview

European and Development Programmes Division (EDPD) of the Hellenic Ministry of Citizen Protection, acting as the Programme Operator, develops the Communication Plan for the Programme G entitled “Capacity Building of national asylum and migration management systems”, according to the Regulation (Annex 3 – Information and Communication Requirements). Programme operator, Donor Programme Partner and the Project Promoters constantly highlight the importance of developing and implementing a concrete communication plan. The general purpose of this strategy supports and contributes towards the accomplishment of the overall **objectives** of the EEA Financial Mechanism 2014-2021; the reduction of economic and social disparities within the European Economic Area and the strengthening of the bilateral relations between the Donor Countries and Greece.

Baseline/ SWOT Analysis

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ The previous implementation period 2009-2014: The experience gained, the lessons learned, the successful cooperation with UDI and the overall contribution of the EEA Grants. ▪ The experience in organizing communicational activities (e.g. meetings, seminars, workshops, conferences and other events) at national, local and regional level. ▪ The high substantive focus of the Programme. ▪ The existence of several target groups, stakeholders and Project Promoters within the Programme that are interested in publicity. 	<ul style="list-style-type: none"> ▪ Low awareness and attention level related to the Programme. ▪ Limited access to online information sources (websites, blogs, social media etc). ▪ Project Promoters and partners having websites that are not frequently updated, modern, and user-friendly.

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ To increase the awareness of the target groups regarding the benefits and the importance of the Programme. ▪ To highlight the transparency regarding the procedures envisaged within the Programme. ▪ Open “doors” for new funding opportunities for potential project promoters. ▪ To review the effectiveness of the established websites during the previous implementation period and update them, if necessary. ▪ To empower the relationship among entities involved in the Programme. ▪ To share common goals and priorities. ▪ To enhance the collaboration among various stakeholders. 	<ul style="list-style-type: none"> ▪ Changes in migration policy, due to increase or decrease of the flows that result in alterations in the size of the target group. ▪ Neutral or negative public opinion towards the area of asylum and migration. ▪ Low media and public interest in the contribution of EEA Grants in our country. ▪ Low interest of the target groups (especially the public opinion) regarding the publicity activities.

Objectives

The overall objective of the Communication Plan is to achieve a transparent and effective management of involved resources, as well as to increase public awareness of the Programme, its results and the overall contribution of the EEA Grants towards the cause. The communication tools and methods will vary, depending on the target groups and the type of the information transmitted. Specific communication channels will be used for each type of information to be communicated.

General information and publicity objectives within the Programme:

- the achievement of comprehensive and qualitative level of public awareness regarding the key aspects of the Programme G (its objectives, outputs and impacts);
- the enhancement and promotion of the bilateral relations between the Donor State entities and the beneficiary country;
- raising awareness, regarding the operation of the EEA financial mechanism in Greece and the availability of grant assistance within the Programme and,
- the achievement of transparency, accountability, efficiency and quality regarding the implementation of the Programme.

Special information and publicity objectives within the Programme:

- Annual reporting to the National Focal Point (NFP), regarding the informational activities.
- Two (at least) major informational activities by the Programme Operator, until the end of the Programme.
- Restructuring Programme Operator’s website.
- Provision of information on calls for proposals, selection procedures and implementation status of the Programme via the website,
- Networking and meetings between the Programme Operator and all relevant stakeholders acting in the field,
- Establishment of social media presence.

Target Audiences

Programme Operator identifies four (4) target groups, which are listed below:

- **Target Audience 1:** Public
- **Target Audience 2:** Immigrants and asylum seekers
- **Target Audience 3:** The Ministry of Migration Policy (MoMP) as policy maker
- **Target Audience 4:** The Project Promoters and their partners
- **Target Audience 5:** Public sector and civil society entities (NGOs, Ministries, local authorities etc) that could submit proposals in the context of the small grant scheme of the Programme.

Messages

The key messages for the target groups, as identified by the Programme Operator, are listed below:

Target Audience	Messages
Target Audience 1	<ul style="list-style-type: none"> • Working together for an inclusive Europe. • EEA Grants are a great addition to the cause. • Functioning and effective national asylum and migration management systems. • The Programme stands for the unaccompanied minors and the vulnerable groups of TCNs.
Target Audience 2	<ul style="list-style-type: none"> • Your right to seek asylum is of utmost importance for us. • Greek asylum and migration

	system safeguards your rights.
Target Audience 3	<ul style="list-style-type: none"> Working together for an inclusive Europe. Together Everyone Achieves More Common problems require common solutions.
Target Audience 4	<ul style="list-style-type: none"> Working together for an inclusive Europe. There is no “I” in “TEAM”. Functioning and effective asylum and migration system requires team effort.
Target Audience 5	<ul style="list-style-type: none"> Working together for an inclusive Europe. Together Everyone Achieves More EEA Grants need your participation on Programme G. Are you the entity we are looking for?

Channels and Activities

Target Audience	Channels	Activities	Timeframe
Target Audience 1	<ul style="list-style-type: none"> Nationwide media Relevant websites Social media Presentations Conferences 	<p>Providing all information regarding the status of implementation process and the results through WebPages and social media</p> <p>Feeding the media with news, highlights and milestones of the Programme</p> <p>Organization of</p>	2019-2024

	<ul style="list-style-type: none"> ▪ Seminars ▪ Royal Norwegian Embassy in Greece 	<p>conferences, meetings, workshops, exhibitions</p> <p>Publishing press releases on the implementation status of the Programme</p>	
Target Audience 2	<ul style="list-style-type: none"> ▪ Nationwide media ▪ Relevant websites ▪ Printed material 	<p>Providing all relevant information through WebPages and social media</p> <p>Feeding media with news and highlights of the implementation process</p> <p>Preparation of information publications, leaflets, brochures</p> <p>Organization of information events</p>	2019-2024
Target Audience 3	<ul style="list-style-type: none"> ▪ Relevant websites ▪ Social media ▪ Printed material ▪ Workshops ▪ Seminars ▪ Meetings ▪ Presentations ▪ Conferences 	<p>Information regarding calls and other relevant information through WebPages and social media</p> <p>Organization of information days for the policy maker</p> <p>Preparation of information publications, leaflets, brochures</p>	2019-2024
Target Audience 4	<ul style="list-style-type: none"> ▪ Relevant websites 	<p>Information regarding calls and other relevant information through</p>	2019-2024

	<ul style="list-style-type: none"> ▪ Social media ▪ Printed material ▪ Workshops ▪ Seminars ▪ Meetings ▪ Presentations ▪ Conferences 	<p>WebPages and social media</p> <p>Organization of information days for project promoters (especially regarding the results of the bilateral cooperation)</p> <p>Organization of information events</p> <p>Preparation of information publications, leaflets, brochures</p> <p>Information plaques or stickers will be attached to all types of equipment/infrastructure purchased or upgraded under the actions of the Programme</p> <p>Information regarding the eligibility criteria, the selection procedures for financing under the Programme and the decision making structure</p> <p>Information regarding the objective of and possibilities for networking and bilateral cooperation with entities from Iceland, Liechtenstein and/or Norway;</p>	
<p>Target Audience 5</p>	<ul style="list-style-type: none"> ▪ Relevant websites ▪ Social media ▪ Printed material ▪ Workshops ▪ Info sessions 	<p>Organization of information events</p> <p>Information regarding calls and other relevant information through WebPages and social media</p> <p>Preparation of information publications, leaflets, brochures</p>	<p>2019-2024</p>

	<ul style="list-style-type: none"> ▪ Seminars ▪ Meetings ▪ Presentations 	<p>Organization of information days (especially regarding the bilateral opportunities of the Programme)</p> <p>Providing all relevant information through WebPages and social media</p> <p>Information regarding the eligibility criteria, the selection procedures for financing under the Programme and the decision making structure</p>	
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Challenges

Programme G: Challenges and mitigation efforts				
Challenge description	Likelihood	Consequence	Risk score	Description of mitigation responses
Neutral or negative public opinion towards the area of asylum and migration.	2	3	2,45	1) Cultivation of a common culture in the context of the communication plan in order to sensitize and raise public awareness. 2) Annual evaluation of the Communication Plan.
Low interest of media in the contribution of EEA Grants in our country.	2	4	2,83	1) Evaluation of the channels selected. 2) Selection of the most suitable and effective channel for each target group.
Poor audience engagement; Low interest of the target groups regarding the publicity activities.	2	4	2,83	1) Constant evaluation of the communication plan, especially the channels selected. 2) Redesign the activities included in the communication plan. 3) Feedback from the Target Audiences regarding the communication activities (via survey/questionnaire). 4) Effective use of verbal and nonverbal communication.

Lack of dedication by the Project Promoters to implement required communication activities.	2	3	2,45	1) Programme Operator shall remind Promoters about their roles and responsibilities regarding the communication activities. 2) Appointment of contact persons within the Project Promoters responsible for the implementation of the communication plan.
Negative reviews and harmful comments from fake social media profiles.	2	2	2,00	1) Responding in a calm manner to the harmful comments. 2) In case of fake profiles, they should be reported on the social media's management team and blocked.
Poorly structured content of information materials.	1	3	1,73	1) Comply with the guidelines of the communication plan. 2) Annual evaluation of the communication plan.
Not understanding the target audiences and their communication needs.	3	4	3,46	1) Redesign the communication plan, the activities proposed and the channels selected. 2) Understand the role, the mission and the level of engagement for each target audience. 3) See things from their perspectives.

Evaluation

The evaluation of the communication plan's implementation is foreseen to be executed through specific indicators, as listed below.

<u>Indicator</u>	<u>Baseline Value</u>	<u>Target Value</u>
Number of major events organized by the Programme Operator.	0	At least 2
Number of communication activities organized by the Project Promoters.	0	At least 3
Number of other informational activities (meetings, seminars, workshops etc.) organized by Programme Operator.	0	10
Types of printed materials created (brochures, leaflets, stickers, folders, banners etc).	0	At least 4
Number of printed materials created and distributed	0	2.000

Number of Social Media used by Programme Operator (Facebook, LinkedIn).	1	2
Total number of followers in Programme Operator's social media.	0	180
Number of websites with updated content (visibility of EEA Grants contribution).	0	5

Budget

Communication Activities Budget		
Type of expenditure	Total costs (€)	Comments/additional information
Update of Programme Operator's website	5.000	Upgrade the structure and content of the existing website to meet the objectives of the communication plan.
Implementation of two (2) major information activities	40.000	
Meetings	13.000	meetings, workshops, seminars etc
External expert(s) fees	14.000	Services provided by a communication expert.
Printed Materials	8.000	Business cards, leaflets, brochures, stickers, , folders, notepads, , USB sticks etc
Creation of audiovisual material	4.000	
Closure event	30.000	
Total Budget	114.000€	

Contact Points

Persons from the Programme Operator responsible for the implementation of the Programme Communication Plan:

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