

## Objectives

### 1. Overall communication and visibility objectives

These should include:

- To highlight your partnership with the EU
- To generate a profile of the your project within the community it serves

### 2. Target groups

These should include:

- The communities you serve
- The media
- The funder/s

### 3. Specific objectives for each target group related to the action's objectives and the phases of the project cycle.

## Communication activities

### 4. Main activities that will take place during the period covered by the communication plan.

Critical questions to ask:

- What kind of activities? (e.g. tournaments, concerts, workshops/seminars)
- Who will deliver them?

### 5. Communication tools chosen

Critical questions to ask:

- What kind of tools? (e.g. newsletters, press releases, photos, events incl. launches/closures)
- Why them?

## Indicators of achievement

### 6. Completion of the communication activities

What indicators to show that aims have been met? (e.g. number of media reports, number of publications distributed, level of public participation/attendance at event)

### 7. Provisions for feedback

What methods used to get feedback from participants?

## Resources

### 8. Human Resources

- Man-days for communications
- Skills required and management inputs

### 9. Financial Resources

- Budget required for communication activities