
	FINANCIAL MECHANISM OF THE EUROPEAN ECONOMIC AREA 2009-2014 Programme BG03 Biodiversity and Ecosystem Services	
	Mapping and Assessment of Sparsely Vegetated Land Ecosystem Services in Bulgaria (SPA-EcoServices) Д-33-88/28.08.2015	



COMMUNICATION PLAN

HOF PROJECT MAPPING AND ASSESSMENT OF SPARSELY VEGETATED LAND ECOSYSTEM SERVICES IN BULGARIA (SPA-ECOSERVICES)”

I. Introduction

Information and publicity measures within the of project Mapping and Assessment of Sparsely Vegetated Land Ecosystem Services in Bulgaria (SPA-EcoServices)” aim to achieve higher transparency and increased awareness of the target groups. They will include information regarding the opportunities offered by the Financial Mechanism of EEA and the aims and results of the project.

The preparation of the Communication Plan complies with the requirement of the Regulation on the implementation of the European Economic Area (EEA) Financial Mechanism, Annex IV – Information and Publicity Requirements.

The Communication Plan is integral part of current project proposal and includes the process of organization and carrying out of activities for information and publicity that are related to project implementation, its presentation and achievement of its objectives and results.

II. Aims of the Communication Plan

- Information for the support of the Financial Mechanism of EEA to project implementation;
- Communication of project aims, area and results, which guarantees transparency of its implementation.

III. Target groups

Defining of separate target groups is necessary to better lay down and canalize project messages. The present Communication Plan targets the following groups:

- State experts from the Ministry of Environment and Water and its regional inspectorates;
- Representatives of local authorities;
- General public;
- Media;
- Nongovernmental organizations, etc.

IV. Information and publicity measures

The activities for achievement of the objectives of current Communication Plan are identified as measures for improvement of information and publicity. They will include different communication instruments and will target various groups, which are identified in the current Plan. These measures are:

IV.1. Measure: Preparation of web-site of the project (in Bulgarian and in English) containing relevant information for project activities and their progress. Time of implementation: At the beginning of the project. The web-site will continuously be updated in accordance to implementation of project activities and events.

IV.2. Measure: Information events:

IV.2.1. Organization of initial information meeting with project team, contracting entity, and target groups. Time of implementation: February 2016;

IV.2.2. Organization of final information meeting with project team, contracting entity, and target groups. Time of implementation: November 2016.

IV.3. Measure: Preparation and dissemination of printed information materials:

IV.3.1. Preparation of brochure for popularization of project objectives, area, and results as well as the support of EEA Financial Mechanism. Time of implementation: October 2016;

IV.3.2. Preparation of book describing project aims and major results, the distribution of sparsely vegetated ecosystems in Bulgaria and their services. Time of implementation: November 2016.

IV.4. Measure: Organization of travelling exhibition (approved additional project action). Time of implementation: August 2016 - April 2017. This measure includes the following activities:

IV.4.1. Exhibition in the foyer of the administrative building of Bulgarian Academy of Sciences in Sofia. Time of implementation: September-October 2016.

IV.4.2. Exhibition for general public in the towns Balchik, Varna, and Burgas or Tsarevo. Time of implementation: October 2016-November 2016.

IV.4.3. Exhibition for general public in the towns Kardzali, Smolyan, and Blagoevgrad. Time of implementation: December 2016-March 2017.

IV.4.4. Closure of the exhibition. Time of implementation: April 2017.

V. Indicators for monitoring and evaluation of activities for information and publicity.

<u>Measure</u>	<u>Indicator</u>	<u>Unit</u>	<u>Initial value</u>	<u>Value after project implementation</u>	<u>General value of the indicator</u>
1. Preparation and regular updating of project web-site	Prepared web-page	Number	0	1	1
	Published materials on the web-page	Number	0	5	5
2. Information events	2.1. Organized initial information meeting	Number	0	1	1
	2.2. Organized final information meeting	Number	0	1	1
3. Preparation and dissemination of printed information materials	3.1. Printed and distributed brochures	Number of copies	0	500	500
	3.2. A book out of print	Number of copies	0	250 in Bulgarian and 100 in English	250 in Bulgarian and 100 in English
4. Organization of travelling exhibition	Organized travelling exhibition	Number of events	0	8 (1 opening, presentation in 6 towns, and 1 closing)	8

Information for the progress of the measures of present Communication Plan is available at project web-site:

<http://www.spa-ecoservices.eu>

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