

PLAN FOR PUBLICITY

Project proposal: “Methodologies and technologies for enhancing the motor and social skills of children with developmental problems”

BG09 PROGRAMME EEA SCHOLARSHIPS FUND
PROJECTS FOR INTERINSTITUTIONAL COOPERATION MEASURE

1. INTRODUCTION

In order to inform the public and ensure the transparency of the role of the EEA Financial Mechanism and the help of the Programme BG09 " EEA Scholarship Fund " within the project proposal applicant for the Programme and its partners should provide a number of measures for information and publicity, which comply with the instructions in the Annex 4 of Regulations and the Guidelines and Manual for design and communication. The Manual gives detailed technical requirements relating to the use of logos and posters, publications, websites and audiovisual materials. The Manual communication and design can be downloaded from the EEA Grants website, as well as models and templates for the visualization of different materials, reports, brochures, websites (<http://eeagrants.org/Results-data/Results-overview/Documents/Toolbox-for-programmes/Communication-templates>).

Creating a plan for publicity to the project proposal “**Methodologies and technologies for enhancing the motor and social skills of children with developmental problems**” BG09 PROGRAMME EEA SCHOLARSHIPS FUND, financed by the Financial Mechanism of the European Economic Area, aimed at raising public awareness about the opportunities that the EEA Financial Mechanism offers. The sequence of the information campaign, including all measures to provide information and publicity set out in the project and the high level of information and publicity will intensify public awareness of the rights of these children to play on one hand and reveal the connection between the game and the physical and social development of the child and on the other hand the game as a function of improving motor skills and social contacts of these children. The realization of the project activities will lead to long-term positive effect on the activities in the Day care centers for children with disabilities and their parents and will be a successful step for *new policies* of governmental and non-governmental organizations for the protection and support of children with disabilities.

The plan for the publicity of this project proposal covers the process of organization and conduction of the information and publicity activities related to the project, presentation of the essence and the achievement of the objectives and results.

The plan for the publicity of the project proposal includes the following:

- ✓ the objectives and target groups including stakeholders at the national, regional and local level and society in Bulgaria and Norway;
- ✓ strategy and measures for information and publicity, including a timetable of their implementation;

- ✓ at least two information activities and initial and final media events providing information about the opportunities that the Norwegian Financial Mechanism EEA offers, the support from the EEA Financial Mechanism and the progress, results and achievements of the project;
- ✓ measures to disseminate information about the project and its financing in the Internet by developing a web page;
- ✓ contact information for the person responsible for the implementation of the measures for information and publicity of the project;
- ✓ indicators for monitoring and evaluation of the activities for information and publicity.

2. Allocation of the responsibilities in the implementation of the plan for publicity

Responsibilities of the Project Promoter to the implementation of the Plan for publicity

- ✓ The Project Promoter (ISER-BAS) must ensure that the information and publicity are applied in accordance with the Plan for publicity and reach the general public, the media and stakeholders at regional and local level.
- ✓ Initial and final media events providing information about the opportunities that the Norwegian Financial Mechanism EEA offers, the support from the EEA Financial Mechanism and the progress, results and achievements of the project.
- ✓ Two information events in connection with the project (workshops, seminars and training) providing information about the progress, results and achievements of the project, as well as to make explicit and visible the support of the EEA Financial Mechanism 2009-2014 and the country-donor.
- ✓ During the execution of the project in front on the building of ISER-BAS at visible places will be put a billboard with an appropriate size and text in accordance with the requirements of the Manual of design and communication of the EEA. Not later than six months after completion of the project the billboard will be replaced with an information board. Information boards will be put inside the building as well, of appropriate size and text in accordance with the requirements of the Manual of design and communication.
- ✓ All materials for information and publicity related to the EEA Financial Mechanism 2009-2014 of the applicant will comply with the requirements of the Manual of design and communication, which lays down strict technical requirements regarding the use of the logo of the EEA Financial Mechanism 2009-2014 and texts for posters, publications, websites and other printed and audio materials.
- ✓ The specialist of the project management team “Internal Monitoring and Sustainable Development Assessment” (IMA) will be responsible for the preparation, organization, coordination and implementation of activities in information campaigns to promote the project and the financial support of EEA information and the consistent implementation of the Plan for publicity.

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Responsibilities of partners:

In the implementation of activities for information and publicity partners from the University of Stavanger - Norway, Southwestern University in Blagoevgrad (SWU) and Day care centers for children with disabilities in the city of Bansko and Gotse Delchev are required to:

- ✓ disseminate information related to the project and implementation of the information and publicity;
- ✓ provide assistance and logistical support in organizing and conducting of the information events;
- ✓ During the execution of the project and then in the SWU and UiS will be placed information boards at visible places in suitable size and text in accordance with the Manual of design and communication and Article 5 of Annex 4 of the Regulation.
- ✓ Distribute posters and other information materials related to the project.

Responsibilities of subcontractors:

For the realization of the part of information and publicity of this project we will use the services of external subcontractors with which the ISER will make a contract legally - binding. Examples of activities that could be subcontracted include:

- ✓ creating and maintaining of a web page in accordance with the requirements of the Manual for design and communication, which lays down strict technical requirements and requirements of Article 5 and Article. 6 of Annex 4 of Regulation for web domain requirements;
- ✓ conducting of media campaigns to promote the project and the financial support of the EEA Financial Mechanism;
- ✓ During the execution of the project and then in the two centers for children will be placed information boards at visible places in suitable size and text in accordance with the Manual of design and communication and Article 5 of Annex 4 of the Regulation.
- ✓ preparation and printing of informational materials.

3. Objectives of the publicity plan

Main objectives

- ✓ GOAL 1: Promotion of the Financial Mechanism of the European Economic Area related to the implementation of the project;
- ✓ GOAL 2: Promotion of the objectives, scope and results of the project, ensuring openness and transparency in its implementation.

Specific objectives

- ✓ Providing of easily accessible, understandable and comprehensive information on the implementation and nature of the project at a local and regional level, as well as at national and international level;

- ✓ Involvement of various target groups to active participation in the project and promoting of the partnership between the primary and secondary target groups for long-term and effective cooperation in the future to improve the lives of children with developmental problems and disabilities.

4. Target groups

Definition of the individual target groups in the Plan is necessary for clear messages, better communication and better information coverage in Bulgaria and Norway.

The plan for publicity focuses on the following target groups:

- ✓ main target group - children with disabilities or developmental problems;
- ✓ secondary target group 1 - scientists, psychologists, speech therapists, special educators, therapists, doctors and practitioners (incl. bachelors, masters, doctoral students and academics);
- ✓ secondary target group 2 - parents of children with disabilities or developmental problems;
- ✓ secondary target group 3 - public institutions, municipalities, governmental and non-governmental organizations for the protection and support of children with disabilities
- ✓ general public – in Bulgaria and Norway and more targeted campaign to population areas with more or larger day care children's centers - municipalities and adjacent settlements of cities Sofia, Varna and Blagoevgrad.

5. Measures for information and publicity

Measure	Activities	Target Groups	Objectives	Expected results
<p>Initial and final media events providing information about the opportunities that the Norwegian Financial Mechanism EEA offers</p>	<p>Appearances and publications in national, local (Bulgarian and international) and regional media. Publications in the press centers of BAS, University of Stavanger and SWU</p>	<p>The main target group Secondary target group 1 Secondary target group 2 Secondary target group 3 General public</p>	<p>Providing an easily accessible, understandable and comprehensive information about the project; Forming of positive public attitude for the support provided by the Financial Mechanism of EEA Grants; Inclusion of different target groups to actively participation in the project;</p>	<p>Active participation of the partners and target groups in the process of the project implementation; Successful implementation of the project to ensure that the indicators included in the project proposal are considered;</p>
<p>Information events committed to the project</p>	<p>Workshop and Training in Bulgaria Seminar in Norway</p>	<p>The main target group Secondary target group 1 Secondary target group 2 Secondary target group 3 Representatives of municipalities and settlements in southwestern Bulgaria</p>	<p>Providing an easily accessible, understandable and comprehensive information to the general public for the progress and results achieved; Forming of positive public attitude for the support provided by the Financial Mechanism of EEA Grants; Transparency of the project implementation; Inclusion of different target groups to actively participation in the project;</p>	<p>Active participation of the partners and target groups in the process of the project implementation; Successful implementation of the project to ensure that the indicators included in the project proposal are considered;</p>
<p>Creating of webpage and regularly fill in information</p>	<p>Regularly updating of the web page of the project; publishing summary information about current project activities; Publishing of information about project progress, implementation and results.</p>	<p>The main target group Secondary target group 1 Secondary target group 2 Secondary target group 3 General public</p>	<p>Providing an easily accessible, understandable and comprehensive information to the general public for the progress and results achieved; Forming of positive public attitude for the support provided by the Financial Mechanism of EEA Grants; Transparency of the project implementation;</p>	<p>Better awareness of the population on support provided by the Financial Mechanism of EEA Grants; Successful implementation of the project to ensure that the indicators included in the project proposal are considered;</p>
<p>Development and spreading of printed information materials</p>	<p>Distribution of brochures and flyers</p>	<p>The main target group Secondary target group 1 Secondary target group 2 Secondary target group 3 General public</p>	<p>Providing an easily accessible, understandable and comprehensive information about the Financial Mechanism of the EEA Grants; Providing an easily accessible, understandable and comprehensive</p>	<p>Better awareness of the population on support provided by the Financial Mechanism of EEA Grants; Successful implementation of the project to ensure that the</p>

			<p>information to the general public for the progress and results achieved; Transparency of the project implementation;</p>	<p>indicators included in the project proposal are considered;</p>
<p>Development and spreading of promotional materials for both events</p>	<p>Distribution of souvenirs with the logo of EEA</p>	<p>The main target group Secondary target group 1 Secondary target group 2 Secondary target group 3 General public</p>	<p>Inclusion of different target groups to actively participation in the project; Transparency of the project implementation;</p>	<p>Better awareness of the population on support provided by the Financial Mechanism of EEA Grants; Successful implementation of the project to ensure that the indicators included in the project proposal are considered;</p>
<p>Advertising</p>	<p>Distribution of posters and information boards</p>	<p>The main target group Secondary target group 1 Secondary target group 2 Secondary target group 3 General public</p>	<p>Providing an easily accessible, understandable and comprehensive information about the Financial Mechanism of the EEA Grants; Transparency of the project implementation; Inclusion of different target groups to actively participation in the project;</p>	<p>Better awareness of the population on support provided by the Financial Mechanism of EEA Grants; Successful implementation of the project to ensure that the indicators included in the project proposal are considered;</p>
<p>Promotion of the project in COST Action № TD1309 for European Cooperation in Science and Technology</p>	<p>Presentations and videos during COST TD1309 events</p>	<p>The main target group Secondary target group 1 Secondary target group 2 Secondary target group 3 General public at international level</p>	<p>Forming of positive public attitude for the support provided by the Financial Mechanism of EEA Grants; Providing an easily accessible, understandable and comprehensive information to the international community for the progress and results achieved;</p>	<p>Promoting of the project results and financial contributions of EEA Grants BG09 to COST Action № TD1309 for European Cooperation in Science and Technology</p>

7. Indicators for monitoring and evaluation of the activities for information and publicity

<u>Measure</u>	<u>Indicator</u>	Unit	Base (initial value)	Value obtained only as a result of the implementation of the project proposal	Total value of the indicator
Initial and final media events	Publications in national, local and regional media according to the EEA Manual of design and communication.	number	0	10	10
	Publications for press centers according to the EEA Manual of design and communication.	number	0	6	6
Information events committed to the project	Workshop in Bulgaria	number	0	1	1
	Seminar in Norway	number	0	1	1
Creating of webpage and regularly fill in information and photo / video with good quality	Web page created;	number	0	1	1
	Publishing information on the web page according to the EEA Manual of design and communication;	number	0	22	22
	Information materials provided to the EEA Operator's website	number	0	10	10
Development and spreading of printed information materials	Printed and distributed brochures and flyers in Bulgarian language according to the EEA Manual of design and communication.	number	0	500	500
	Printed and distributed brochures and flyers in English language for the Seminar in UiS.	number	0	100	100
Development and spreading of promotional materials	Distribution of souvenirs with the logo of EEA (promotional folder and pen Set with logo)	number	0	50	50
Advertising	Printed and spread Posters according to the EEA Manual of design and communication;	number	0	100	100
	Billboard	number	0	1	1
	Placed information boards;	number	0	25	25
Promotion of the project in COST Action № TD1309 for European Cooperation in Science and Technology	Presentations and videos according to the EEA Manual of design and communication;	number	0	2	2
	Distributed flyers and brochures in English language according to the EEA Manual of design and communication.	number	0	50	50