

Communication Plan

This is a Communication Plan for the Active Citizens Fund (ACF) in the Czech Republic. It is submitted with the draft Programme Implementation Agreement (PIA). During the programme period, the FO will report on communications on an annual basis (in the Annual Programme Report and the annual technical meetings with the FMO).

1. OBJECTIVES AND TARGET AUDIENCE

1.1 Objectives of information and communication activities

The information and communication activities shall contribute to highlight the contribution of the ACF to reduce economic and social disparities in the EEA and strengthen bilateral cooperation between Iceland, Liechtenstein, Norway and the Czech Republic.

The Manual defines the objectives of ACF information and communication activities as follows:

- Increasing public awareness about the contribution and role played by the donors (1)
- Strengthening public awareness and engagement with the objective to promote activities of the Active Citizens Fund and the issues it addresses (2)
- Ensuring broad visibility and communication of results and achievement at Programme and project levels (3)
- Informing potential and actual beneficiaries and partners about the opportunities offered under the Active Citizens Fund (4)
- Ensuring transparency about how the funding is used (5)

The FO defines these additional communications objectives for the programme:

- Raising the awareness of the existence, objectives and possibilities of bilateral cooperation between Iceland, Liechtenstein, Norway and the Czech Republic (6)
- Being perceived as available and accessible to CSOs of all sizes and experience, particularly those from underserved regions (7)
- Increasing public awareness about the contribution and role played by CSOs through targeted communication and networking activities (8)

2. STRATEGY

Vision: The consortium wants to empower active civil society to courageously govern its own matters, oppose authoritarian tendencies, promote openness and tolerance, inspire to live a free and just life.

Mission: The consortium recognizes the resources allocated in the ACF as a unique opportunity. Its mission is:

- To offer the resources to CSOs, which aim to develop civil society in a transparent and effective way, accenting the simplicity of the process.
- To listen to and to partner the Czech non-profit sector. The mediation of the stream of funds is primarily a service for the organisations.
- To highlight courageous people achieving change and increasing others' wellbeing.

Visual style and identity building: According to the Communication and Design Manual logo(s) and other visual instruments (colours, font etc.) will be used on websites, social media, printed materials to build up the identity of the program.

Also the uniform name is used: EEA and Norway grants (Fondy EHP a Norska in Czech). A slogan "Working together for a green, competitive and inclusive Europe" will be implemented if it is relevant and supportive for the topics of the programme. This statement might be quite abstruse in Czech society, words green and inclusive are not seen positively by all. The FO will preferably communicate about environment, competitiveness and inclusion in interviews, articles, or statements linked to the programme. The FO has also created the motto for the programme "#withcourage". This motto is to be used by the FO and project promoters.

External communication motto: *With courage.*

A change in society happens through courage of groups of people as well as individuals. Courage is needed to start something new, to face the fear or apathy of the majority of society. Courage is the source of movement towards change. Courage is necessary to persevere. *With courage* is a call to action. Courage can help inspire and motivate others to achieve more. The motto "*With courage*" ("*S odvahou*") is the cornerstone of all external communication and presentation of the programme.

It is going to be used on all key levels of the communication:

- *Change the system. **With courage.*** (representing strategic projects, systemic level)
- *Find the solution. **With courage.*** (representing mid-term grants, regional level)
- *Do something about it. **With courage.*** (representing action grants for local groups and grassroots)

Key target groups & messages:

Non-profit organizations

Youth (people under thirty years)

Micro-influencers in the NGo sector

Media

Politicians

Minorities, socially excluded

Key messages:

- Active civil society is a prerequisite for keeping democracy.
- Civil society is the warranty of free speech. CSOs have a great positive impact on society.
- The consortium has a good expertise on the topic of active civil society. The Active Citizens Fund is a great opportunity.
- CSOs are doing important work.
- We try to understand your problems and support those who strive to improve your standing.
- If there's something wrong with the world, go ahead and fix it.
- How to get funding from the programme, how it can support sustainability of the organization.

Key communication tactics: There are general principles that the FO recognizes as key for spreading information about the programme.

- Sharing of good experience with project implementation under EEA funding.
- Promotion of the stories of the supported organizations.
- Using visual style which is distinguishable in the area of fundraising opportunities.
- Creating an informal community which inspires participation with its expertise in the programme's issues.

Communication channels:

- Website
- Social Media
- Direct mailing
- Press releases, articles, interviews
- Influencers and ambassadors
- Word of mouth
- Events
- Internal communication

Funds will be spent on communication thriftily and carefully, therefore tools and channels which are evidently expensive will be avoided. TV commercials, billboards and city light posters would be considered only in the case of partnerships with media or media agencies.

Website (<http://www.activecitizensfund.cz/>): The baseline channel for the programme should be the programme's website which will cover all the components of the programme: the application procedure, monitoring, bilateral fund and regional fund, information about the programme, its donors and best practice. There will also be a FAQ established for potential applicants/PPs and their questions. The website is the basic source of information for *all the key target groups*. The website meets the WCAG (Web Content Accessibility Guidelines) standards.

Social media: Active and reasonable use of social networks will be fundamental for reaching *employees of non-profits, youth, influencers and socially excluded*. We mainly use Facebook for communication on social media. The consortium will set up regular meetings with managers of communication from consortium members. This group will meet to strategize and plan coherent communication of the programme's activities and issues through their social media channels. They will continuously evaluate communication results and optimize future communication towards best possible use of specific target groups of the organizations (OSF - CSOs; VDV - excluded groups; SI - youth). Other channels will be established in case of specific communication needs. An important segment of the shared content should be presentation of best practice from supported projects which are under way (ideally video series etc.). Hashtags #eeagrants and #withcourage (#sodvahou) are used in SoMe communication.

Direct mailing is another way to reach *non-profits* with important information and news about the programme and its possibilities. The consortium currently sends newsletters to 2000 respondents in total.

Press releases, articles, interviews and other tools connected to media are part of the PR agenda. We inform about activities, events, good practice etc. It serves as an important tool to reach the media, politicians and the general public. **Printed PR materials** we use in face to face communication: press kit for journalists, flyers for interested persons, stickers for youth.

Influencers and ambassadors: The programme will be promoted in cooperation with micro-influencers, who are involved in active open society building, people from interesting democratic projects, youth in politics. Also the

employees of NGOs could be or become micro-influencers. The directors of the consortium organisations should act as ambassadors of the programme in public in particular.

Word of mouth: Another important communication instrument should be good word of mouth resulting from applicants' and project promoters' good experience with the consortium and the programme. Regular open meetings with the consortium heads and networking meetings for non-profits will be the tools used for achieving this goal. This should improve awareness and reputation of the programme especially amongst non-profits and their audiences - indirect target groups.

Events: The start of the programme will be promoted by a press release for journalists/media and via social media widely. **An opening event** will take place in 1Q/2020 to take advantage of a possibility to announce first project promoters to explain better the topics of the programme, to reach bigger publicity and also to encourage future applicants. **Closing event** - the plan is to have 3 regional events and one all encompassing event with an abroad regional outreach. The regional events will focus on the project promoters and their needs. The statewide conference will be focused on promoting the Active Citizens Fund's topics to the public, the media and NGO sector.

Internal communication: There will be a manual for consortium members on how to communicate, other communication manual will be created for project promoters.

Communication effectiveness assessment:

Following conditions have to be met in order to consider the communication successful:

- There are 300 applicants in each mid-sized grants round;
- There are 50 applicants in strategic grants call;
- There are 100 applicants in action grants call;
- Applications for funding come from all regions of the country, at least 10% of applicants are issued by CSOs from under-served regions;
- At least 5 projects that represent best practice are promoted every year;
- There are 300 followers on social media during the first year, the number of followers increases up to 1000 during the whole programme;
- 5 journalists from relevant media attend a press conference;
- At least 50 attendees who represent civil society participate at the opening event;
- There are 2 networking meetings (world cafés) for PPs representing strategic and mid-sized projects.
- Website visitors number increases to 1000 per year;
- Cooperation with 5 micro-influencers is established every year;
- There are 10 media outputs per year.

Table 1: Summary of Communications Activities

Main activities	Target audience (please specify direct or indirect) ¹	Communication channels ²	Estimated Timing	Estimated resources required ³	Objective(s) this activity contributes to (see 1.1)
Providing complete information about the programme and the donor countries' contribution during its entire course	Non-profit organisations Youth Influencers Media Politicians Minorities, socially excluded	website, programme manuals, social media, FAQ for PP/applicants	1Q/2019 - 4Q/2024	€ 4,000 (website)	(1),(2),(3),(4), (5),(6)
Launch of the Programme + first call	Non-profit organisations Influencers Media Politicians	website, press conference, social media	2Q/2019	€ 1,000 (press conference) € 1,000 (presentation materials - banners, roll-ups etc.)	(1),(2),(4)
Calls for proposals - information campaign	Non-profit organisations Media Youth Influencers Politicians Minorities, socially excluded	website, social media, ambassadors, press releases	2Q/2019 1Q/2020 2Q/2021 4Q/2021 1Q/2022 2Q/2022	€ 2,000	(4),(6)
Opening event (presentation of first PPs + discussion on topic of active citizenship)	Non-profit organisations Influencers Media Politicians	website, social media, mailing list	1Q/2020	€ 10,000 (opening event)	(1),(2),(4)
Seminars for applicants	Non-profit organisations Youth Minorities, socially excluded	webpage, social media	2Q/2019 1Q/2020 2Q/2021 4Q/2021 1Q/2022 2Q/2022	Communication coordinator	(4),(6)

¹ A target audience may be defined, for example, in terms of their demographics (eg gender, age, ethnic/linguistic background etc), geography (eg people who live in a particular area), behaviour (eg youth engaged in civic initiatives), attitudes (eg people who support/do not support gender equality), organisation (eg project promoters, municipalities), and/or other characteristics. Where relevant, please distinguish between the direct or primary audience (those to whom you will direct your communications) and the indirect or secondary audience (those to whom you wish to communicate indirectly, for example, community leaders and politicians who may be able to influence your direct audience). Keep in mind that different audiences respond to different approaches and that the communication channels, messages and tools must be adapted and targeted accordingly. For example, audiences such as actual beneficiaries might require other types of information than audiences with less or no knowledge of the ACF and the Grants.

² Channels of communication are the means/approaches that you will use to reach the target audience(s), for example social media, radio, television etc. These communication channels should include a website, in line with the requirements in Chapter 3.2.1 of the Manual.

³These may include both financial resources (an estimated share of the management fee), and the human resources, as well as partnerships with other organizations that may help deliver your information and communication activities.

Best practice meetups (2 networking meetings for PPs– world-café's)	Non-profit organisations Youth	mailing list	2020 2021 2022 2023	Communication coordinator	(8)
Best practice sharing	Non-profit organisations Media	Social media, Web Page YouTube	1Q/2019 - 4Q/2024	€ 2000 (video making, web page updates)	(3),(8)
Spokespeople for the programme	Non-profit organisations Youth Influencers Media Politicians Minorities, socially excluded	PR, press releases	1Q/2019 - 4Q/2024	-	(1),(2),(3),(5), (7),(8)
3 regional events and one closing event	Non-profit organisations Youth Influencers Media Politicians Minorities, socially excluded	Site specific conference	3Q/2024	€ 20,000 (closing event)	(1),(2),(3),(5), (6),(8)

3. CONTACT INFORMATION

Communication and Publicity Coordinator: Markéta Prokeš Wittichová, marketa.prokes@osf.cz, (from September 2023)

- is responsible for the publicity of the whole programme (its activities, outputs and results) and PR of projects supported;
- ensures communication and providing information on the programme/EEA and Norway Grants;
- ensures promotion of bilateral cooperation and regional initiatives;
- manages establishment and maintenance of programme website;
- cooperates on the support for applicants/project promoters (publicity);
- cooperates on project monitoring (publicity);
- secures archiving (at the project level).