COMMUNICATION PLAN FOR THE OPERATIONAL PROGRAMME INNOVATIVE ECONOMY 2007 – 2013

June 2008

INNOVATIVE ECONOMY
NATIONAL COHESION STRATEGY

EUROPEAN UNION
EUROPEAN REGIONAL
DEVELOPMENT FUND

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Abbreviations and terms

Abbreviations used in the OP IE 2007 – 2013 Communication plan

OP IE – Operational Programme Innovative Economy, 2007-2013,
MA – OP IE Managing Authority,
IB – OP IE Intermediate Body,
IB2 (IA) – OP IE secondary Intermediate Body (Implementing Authority),
MC OP IE – OP IE Monitoring Committee,
EC – European Commission,
MRD – Ministry of Regional Development,
IWG OP IE – OP IE Information Working Group, composed of MA, IB and IB2 (IA) representatives,
NCS/NSRF – National Cohesion Strategy/National Strategic Reference Framework,
CC NSRF – National Strategic Reference Framework Coordination Committee,
CB NSRF - National Strategic Reference Framework Coordinating Body.

Terms used in the OP IE 2007 – 2013 Communication plan

At any time, the following expressions may be used in the present document:

a) The Developmental Policy Act - refers to the act of 6 December, 2006 on the principles of Developmental Policy (Journal of Laws of 2006, No. 227, item 1658);
b) Council Regulation – refers to Council Regulation (EC) No. 1083/2006 of 11 July 2006, establishing general regulations pertaining to the European Regional Development Fund, the European Social Fund, and the Cohesion Fund, and overruling the Regulation (EC) No 1260/1999 (O. J. of EC L210/ 07/L210/31.07.2006);
c) Executive Regulation – refers to Commission Regulation (EC) No. 1828/2006, establishing detailed principles of the execution of Council Regulation (EC) No. 1083/2006, establishing general regulations pertaining to the European Regional Development Fund, the European Social Fund, and the Cohesion Fund, and the Council and Parliament Regulation (EC) No. 1080/2006 on the European Regional Development Fund;
d) Guidelines – refers to *Guidelines for information and promotion*, adopted by the Minister of Regional Development on 13 August 2007, in force since 5 October 2007;

e) Communication Strategy – refers to the Communication Strategy for European Funds in Poland within the framework of the National Cohesion Strategy 2007-2013 as defined in Section 2 of the Executive Regulation;

f) Communication Plan - refers to the long-term OP IE Communication Plan, 2007-2013;

g) Annual action plan – refers to the OP IE annual action plan for Information & Promotion, covering one calendar year;

h) Programme – refers to Operational Programme Innovative Economy, 2007-2013;

i) Steering Group – refers to the Information & Promotion Steering Group for the European Funds in Poland in the period 2007-2013, called into being under the regulation of minister proper for regional development;

j) Beneficiaries – refers to potential and actual beneficiaries of OP IE.

1. Introduction

Communication Plan for the Operational Programme Innovative Economy, 2007-2013 is a strategic document in the field of Information & Promotion activities of OP IE and is subject to verification as to its compliance with the Communication Strategy of European Funds in Poland within the framework of the National Cohesion Strategy for 2007-2013. It is designed for the period of Programme implementation and any changes to it must be in consultation with CB NSRF and approved by the OP IE Monitoring Committee.

The Communication Plan is focused on the implementation of objectives defined in the Operational Programme Innovative Economy through ensuring the information and promotion of the Programme, as well as using the synergy effect in the Information & Promotion activities for the European Funds all over Poland.

This Communication Plan was prepared in cooperation with IB and IB2(IA) on the basis of the *Guidelines for information and promotion*, and the Communication Strategy for European Funds in Poland within the framework of the National Cohesion Strategy for 2007-2013. Preparing the OP IE Communication Plan included the analysis of results of research conducted in December 2007,[1] which investigated the actual knowledge and the information needs of potential OP IE beneficiaries.

In the survey conducted in the end of 2007, almost half of the respondents said they had heard about the Programme for 2007-2013, but only 3 per cent were able to provide the correct name of the Programme. The awareness of the existence of the Programme for the period 2007-2013, which would support the development of Polish economy by way of implementing innovative projects, proved relatively common; whereas, knowledge concerning the Programme's subject-matter is still quite scarce among its potential beneficiaries.

Implementation of the Communication Plan through the use of comprehensive and properly selected communication tools, as well as through efficient actions in the field of promotion, information and training will contribute to the creation of a positive image of European Funds for scientific institutions, entrepreneurs, and administration, and effectively

[1] The report from the first session of the survey (i.e. before launching the Programme's promotion campaign) was prepared by Opinia Sp. z o.o. The surveyed sample consisted of 1096 persons representing enterprises (micro, small, medium and large), scientific institutions (including MAN and HPC), business-related institutions, local government units, foundations and associations acting for the benefit of tourism. Research details are available on the following website: http://www.konkurencyjnosc.gov.pl/20072013/ Raporty+dotyczace+PO+IG/.

provide the potential beneficiaries with information concerning the available support and its appropriation.

1.1 Legal basis

Basic EU principles regarding the Information & Promotion actions implemented for NSRF purposes are specified in the Council Regulation and in the Executive Regulation of the European Commission.

The Council Regulation obligates the Managing Authority to conduct Information & Promotion activities (as one of its tasks); whereas, the Executive Regulation specifies the minimum catalogue of duties which should be fulfilled by the member state and the Managing Authority in order to redeem the obligation of conducting such activities imposed by the European Commission. These duties include preparing the Communication Strategy and suggesting the means of its alignment with the European Commission, and monitoring the progressive implementation of the adopted objectives. Furthermore, the Executive Regulation specifies in detail the obligations of the member state and the MA with regard to promotion and information addressed to potential beneficiaries and the public opinion, the obligations of beneficiaries with regard to the promotion of projects co-financed out of EU funds, and the principles of cooperation and exchange of experiences concerning Information & Promotion actions between the member state and the European Commission.

Another important legal basis for conducting information and promotion actions is the Developmental Policy Act. This act imposes on the Managing Authority a number of obligations concerning the provision of information on the operational programme and its promotion, as well as indicates the possibility of entrusting certain Information & Promotion duties to the Intermediate Bodies. Under the Developmental Policy Act, the Managing Authorities and other institutions participating in the implementation of the operational programme are obligated to observe certain principles concerning the reception of applications, as well as to publish a list of supported projects on relevant websites.

1.2 Strategic documents

The OP IE Communication Plan was prepared on the basis of two strategic documents specifying the rules of conducting Information & Promotion activities within NSRF.

a. *Guidelines for Information and Promotion*, outlined by the Minister of Regional Development, prepared on the basis of Section 35 (3)(11) of the *Developmental Policy Act*, which specify the unified principles of carrying out the Information & Promotion activities regarding European Funds in Poland;

b. The Communication Strategy for the European Funds in Poland within the framework of National Cohesion Strategy for the period 2007-2013, which, after being accepted by the NSRF Coordinating Committee, is subject to approval by EC.

1.3 The path of creation and updating of the OP IE Communication Plan

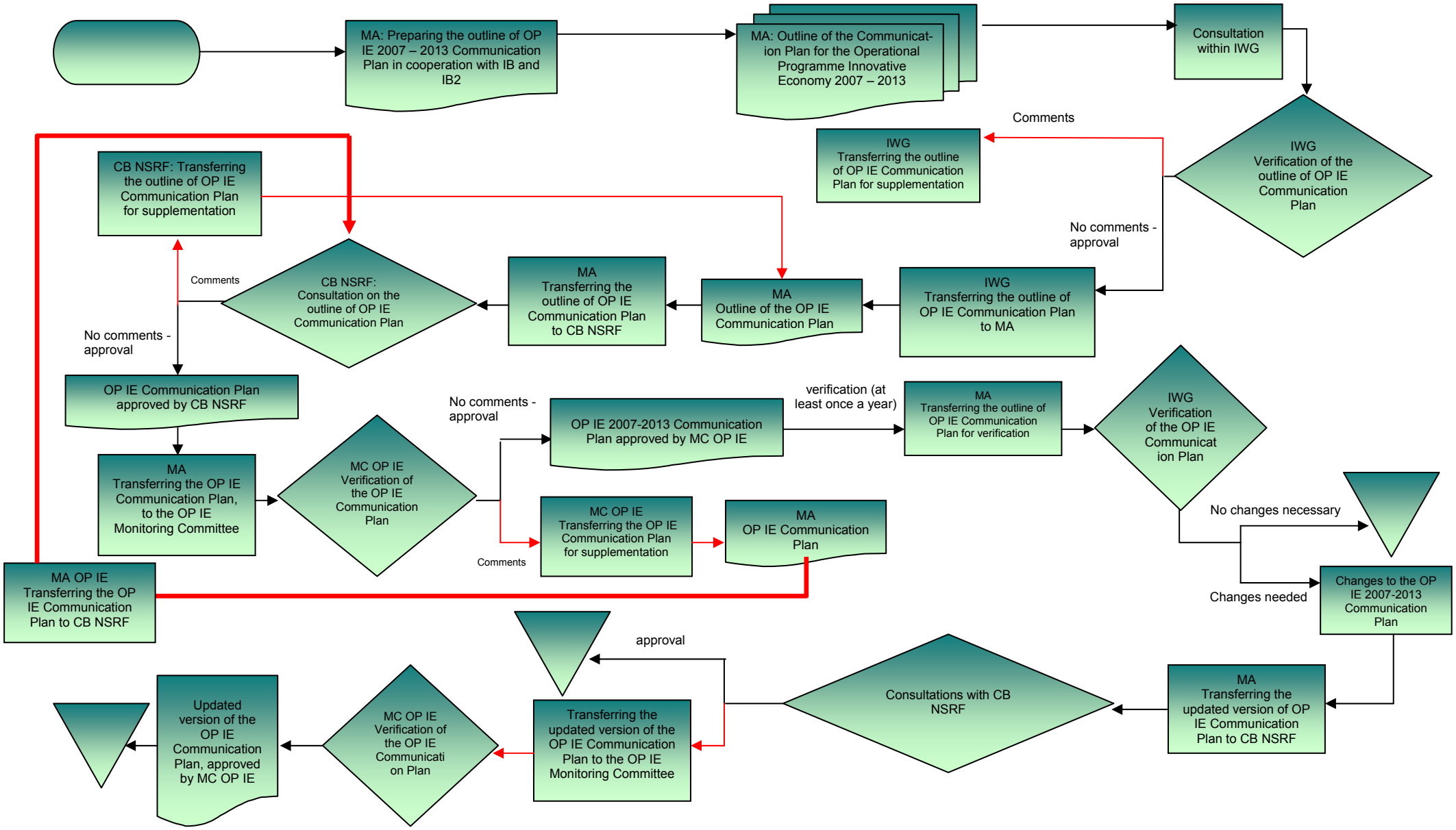
The OP IE Communication Plan is prepared by MA in cooperation with IB and IB2 (IA) within one month of the date of EC approving the Communication Strategy. Preparation of the OP IE Communication Plan is preceded by the development of its project. The Communication Plan outline is prepared within a period no longer than 2 months of the day of Communication Strategy's approval by CB NSRF.

The Communication Plan outline is subject to consultation within IWG OP IE. After the outline's verification by the members of IWG, it is passed on to CB NSRF in order for it to assess the outline's compliance with the Communication Strategy. Having been accepted by CB NSRF, the Communication Plan is submitted for the approval of the OP IE Monitoring Committee.

At least once a year, the MA, in cooperation with IB and IB2 (IA), conducts a verification of the Communication Plan and updates it if necessary. If there needs to be any changes to the Communication Plan, it is subject to consultation and approval of CB NSRF; however, if there is a need for significant corrections, entailing changes to the budget, the Plan should also be approved by MC OP IE.

The creation and updating path of the OP IE Communication Plan is shown in Diagram 1. The following diagram illustrates the order of actions and the hierarchy of relations existing between the institutions engaged in the implementation of OP IE. It also indicates the institutions accepting the documents specified in the Plan, as well as the process of their circulation.

Diagram 1. The creation and updating path of the OP IE Communication Plan



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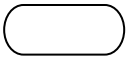
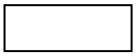
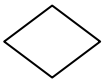
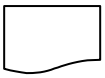
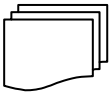
 - process starting point

 - process

 - decision block

- data input or output

 - document

 - complex document

- end of process

- document/information flow

2. Action goals and objectives

2.1 Main goal

On the basis of the analysis of needs with regard to information and promotion, conducted in relation to the identified OP IE target groups, and taking into account the results of surveys concerning knowledge of the Programme, as well as the specific objectives of the Communication Strategy, the main goal of the long-term OP IE Communication Plan was defined as follows:

Increasing social awareness and knowledge of the OP IE and NCS, as well as relevant preparation (both substantial and formal) of the beneficiaries to take advantage of the financial support provided by OP IE, which will contribute to the implementation of the OP IE goals and indirectly the NCS goals.

The main goal of the OP IE Communication Plan will be achieved through the realisation of information, promotion, and training activities, shaping the comprehensive process of internal and external communication. Evaluation of the achievement of the main goal will consist in analysing the achieved levels of monitoring indexes, specified for the Information & Promotion activities in Table 4 of the OP IE Communication Plan. Accomplishing the main goal will also be possible through joint action with the representatives of the European Commission, which, as the executive body of the European Union, is responsible for the financial management of all Community programmes and the Union budget.

2.2 Specific objectives

Based on the strategic Information & Promotion documents and considering the needs of specific target groups of the OP IE Communication plan (especially the needs of the Programme beneficiaries as the primary recipients of the Information & Promotion actions), the following objectives were adopted:

- Creating a coherent, transparent, unified and positive image of OP IE;
- Supporting the beneficiaries with regard to obtaining funds within all priority axes of the Programme;
- Providing information on the Programme implementation, including the ways of fund allocation to specific measures and priorities;
- Providing current information on possible changes to the Programme or the Guidelines;

- Popularisation, presentation and promotion of the successes and effects of implementing innovative projects within particular OP IE activities;
- Popularisation of benefits of using European Funds available within OP IE; and indirectly the benefits of integration with the EU, based on good practice;
- Popularisation of the mechanisms of cooperation with social and economic partners, and opinion-forming spheres for the benefit of transparent and efficient use of support provided within the European cohesion policy;
- The training of persons involved in the process of management, implementation, and information with regard to the Programme.

2.3 Sources of financing

Achieving the above-mentioned objectives will be possible thanks to the realisation of activities with regard to information, promotion, and training, financed within the framework of the 9th OP IE priority axis – *Technical assistance*.

With regard to Action 9.3: *Information and promotion*, €36.5 billion was allocated for the financing of Information & Promotion activities of all institutions involved in OP IE implementation during the whole programming period. The EU contribution amounts to 31.025 billion euros, which constitutes 85% of the entire allocation for the action, while the national contribution equals 5.475 billion euros, constituting the remaining 15% of the sum allocated for information and promotion. As far as Action 9.1: *Management support* is concerned, an amount of 273.6 billion euros was allocated for improving the qualifications of employees involved in OP IE implementation. Within this sum, the EU contribution amounts to 232.56 billion euros, which constitutes 85% of the entire allocation for the action, while the national contribution equals 41.05 billion euros, constituting the remaining 15% of the sum allocated for information and promotion.

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3. Target groups and basic messages

OP IE target groups result from the Programme and its Particularisation and were identified on the basis of the adopted goals and objectives described in the previous chapter, as well as the requirements posed by EU regulations in this matter.

1. Society:
    a) The public should be aware of the opportunities and benefits resulting from financial support provided by EU funds.
    b) A sub-group that is especially important is the youth, because it is the group that will shape the future of the Funds in Poland. They are the future projectors, employees of the involved institutions, and often the recipients of results.
2. OP IE beneficiaries (potential and actual):
    a) Governmental administration units and subordinate units;
    b) Micro, small, medium and large enterprises;
    c) Local government units and their unions;
    d) Non-governmental non-profit organisations;
    e) Scientific and R&D institutions;
    f) MAN[2] and HPC[3] units;
    g) Business environment institutions and,
    h) Private investor networks (business angels, *venture/seed capital*).
3. Social and economic partners, e.g.:
    a) Financial institutions,
    b) Employers' organisations,
    c) Entrepreneurial associations,
    d) Consulting firms, and
    e) Regional and local tourist organisations.

Social and economic partners form an important target group for Information & Promotion activities. This group not only is the recipient of measures specified in the OP IE Communication Plan, but it also participates in the process of spreading information about the Programme and its promotion. Because of the role they play in the economy, they constitute an important communication channel, reaching both the potential beneficiaries and society as a whole.

[2] MAN – Metropolitan Area Network

[3] HPC – High-Performance Computing

4. The media:

They are very powerful in shaping the image of OP IE among all target groups in the OP IE Communication Plan. Simultaneously, they are an important group of recipients of Information & Promotion activities, who also tend to inspire the process of communication through the mass media.

5. Opinion making circles (e.g. various experts in the fields of economics, regional policies and European Funds, decision-makers, scientific and economic circles), social authorities, and leaders, who may influence the perception of OP IE through public appearances.

6. Employees of institutions involved in OP IE implementation.

Each of the target groups functions in a different way, so their needs with regard to communication vary. This is why it is essential to adjust the content and form of the message to each of the above-mentioned groups in such a way as to achieve optimised and efficient communication to ensure the realisation of all adopted goals and objectives of Information & Promotion activities specified in this OP IE Communication Plan.

Table 1 shows the preferred categories of messages and the form of communication in relation to each particular target group of Information & Promotion activities.

Table 1. The form of the message in relation to particular target groups

Target group	Institution	Message form
Society as a whole	MA	Simple language, clear and comprehensible to the receivers (avoiding abbreviations, administrative jargon), simple/clear in reception, illustrative slogans
Beneficiaries	IB/IB2(IA)	Professional and essential message, simple/communicative language, coherent, reliable, exhaustive and easily obtainable information
Social and economic partners	MA/IB/IB2(IA)	Coherent, clear message, essential, extensive and factual information
Media	MA/IB/IB2(IA)	Simple messages supplied with an essential comment
Opinion-forming circles	MA/IB/IB2(IA)	Substantial, professional message, attractive on its merits
Employees	MA/IB/IB2(IA)	Clear, concise, up-to-date and essentially well-prepared information

Source: Ministry of Regional Development, Managing Department for Competitiveness and Innovation Programmes

Key messages, i.e. basic messages of the OP IE Communication Plan:

- "Support out of EU funds provided within OP IE is easily-available and attractive."
- "Means obtained from EU Funds within OP IE will support the development of innovation centres, which are crucial to economy."
- "In the following years, Poland will receive EU funds of significant value for the modernisation of economy, innovative actions, the development and financing of Polish science and R&D sector."
- "Due to the support provided within OP IE, Poland will be able to promote its economy on competitive markets abroad."
- "OP IE includes a plan of enhancing the system of economic promotion of Poland, comprising the promotion of export and the promotion of Poland as an attractive business partner, a place to establish valuable business contacts, make investments, run businesses, and develop tourist services."
- "Owing to the funds provided within the Programme, Polish companies will be able to engage in R&D activities, adopt the solutions developed in the science sector to their businesses, implement the results of R&D work and put them into practice."
- "Support out of European Funds within OP IE will also be allocated for the purposes of limiting digital exclusion and promotion of e-integration of rural communities."
- "European Funds available within OP IE will enable investments in science and their application in business, which will increase the competitiveness of Polish firms on international markets."

4. Information, promotion, and training activities planned by MA, IB and IB2, and their prospective results

In order to increase the recognition of available funds within OP IE, raise social awareness concerning the Programme, and inform the public of, e.g. the rules of granting support, its allocation and recipients, including the potential opportunities and expected benefits, the long-term OP IE Communication Plan provides the following types of promotion, information and training activities:

a) Running an Information & Promotion campaign with the use of media

The Information & Promotion campaign is directed at the society as a whole, and to potential beneficiaries. In cooperation with the media, MA, IB and IB2(IA) are obliged to, among others, organise press conferences and monitor the media (including surveys and the analysis of message reception by particular OP IE target groups). The Information & Promotion campaign shall especially consist in publishing information on OP IE in national, regional, local and professional press, broadcasting publicity spots on the radio and/or on television on channels indicated by target groups, mainly the Programme beneficiaries, which are preferred. For the purposes of the campaign, MA, IB and IB2 may use the additional OP IE promotion slogan "Dotacje na innowacje (Grants for innovation)." These activities shall be carried out in consultation and cooperation with CB NSRF. MA shall inform IB/IA in advance of the planned activities and the fixed dates of launching the media campaign.

The Information & Promotion campaign devoted to the launching of the Programme was conducted in May and June 2008. The information was conveyed by means of advertisements on television, radio, in the press, and on the Internet. As part of the television campaign were produced two tv spots: 30 - second and 15 – second, as part of the internet campaign was carried out mailing, moreover on the portals were broadcasted various types of Internet banners pointing to the page about OP IE. 11 notices appeared in the press and 2 articles sponsored. Founded indicators campaign has been achieved almost 100%. Spot television and radio has been available for download on the Internet site devoted to OP IE. Information & promotion campaign was supported by other activities, among others series of conferences. The campaign was also announced at the press conference organized by Managing Authority of OP IE.

b) Preparation, publishing and the distribution of information, promotion, and training materials

Promotion materials (paper or electronic form) are essential for the efficiency of information activities. Each institution runs a publishing activity, taking into consideration the current informational needs of the beneficiaries. In carrying out the publishing activity, the institutions should use a coherent system of visual identification, in accordance with the Logo Book, which is annexed to the Communication Strategy. Moreover, all publications must be provided with a "Free copy" note. The institutions ensure the distribution of the publications, especially taking into account inquiry desks, courses, conferences, seminars, open days, etc.

c) Organisation and management of mass events, participation in mass events

d) Organisation and management of conferences, Information & Promotion meetings, seminars, open days, participation in such events, in fairs, and participation in similar undertakings, whose primary aim is to acquaint potential beneficiaries with the opportunities created by OP IE;

e) Launching and updating an OP IE website

Setting up and running an electronic portal devoted to OP IE, directed at anyone interested in obtaining information concerning the Programme or a particular priority axis, featuring in particular:

- Programme-related documents (the Programme itself, Particularisation, legal acts, as well as a register of changes to these documents);
- OP IE Guidelines;
- Information concerning the potential OP IE beneficiaries, types of projects and available support;
- Information on the application admittance deadlines for particular measures and on the planned competitions;
- Sample documents and the documents necessary in applying for support (e.g. sample applications for subsidy, including filling instructions, sample reports from project implementation, sample applications for payment, guidelines and guides for the beneficiaries);
- Periodical, annual, and final accounts of the realisation of the Programme;

- Lists of beneficiaries and projects which passed the stage of formal and essential assessment, and projects approved for implementation, with the beneficiary's name included;
- Information enabling contact with remaining institutions of the OP IE implementation system, and with points at which advice and information can be obtained, including the basic contact data – institution name, mailing address, telephone and fax numbers, e-mail address, and a link to the institution's website;
- Current data concerning the value of available funds and the Programme realisation stage;
- Beneficiaries' duties regarding the information on and promotion of the projects;
- FAQ section in the form of links to relevant pages of IB and IB2;
- Newsletter option;
- Simplified schemes of applying for funds within the Programme's actions.

Primarily, the above information should be up-to-date, transparent and easily available (easy navigation of the institution websites). Information concerning OP IE is available at the following websites:

- www.poig.gov.pl,
- www.mrr.gov.pl,
- www.funduszeeuropejskie.gov.pl.

On the http://www.poig.gov.pl/Strony/lista_beneficjentow_POIG.aspx will be posted links to implementing bodies, which are responsible for posting up-to-date lists of beneficiaries of the Program Innovative Economy, including the list of application recommended for support .

On the websites www.mrr.gov.pl and www.funduszeeuropejskie.gov.pl list of beneficiaries of the OP IE is part of a cumulative list of beneficiaries of all the operational programs for the period 2007 - 2013, which is posted by the CB NSRF and which is updated each quarter .

f) Organisation and cooperation with inquiry desks

Inquiry desks are set up to reach as large a group of recipients as possible with information on OP IE. This information is very general and mostly concerns the Programme's goals, types of beneficiaries, types of projects, criteria, and places at which detailed information can be obtained. Obtaining information at the inquiry

desk is possible via e-mail, telephone or in direct contact, depending on the institution operating at a given point. Inquiry desks shall distribute free information materials. The organisation of an inquiry desk must comply with the rules of unified visual identification of the Programme.

g) Call-centre for beneficiaries

h) Purchase and distribution of promotion materials

The choice of promotion materials must comply with the rules of unified visual identification of the Programme. It is recommended that a unified policy is applied with regard to the purchase of promotion materials, throughout the entire OP IE implementation period.

i) Organising competitions for beneficiaries (in order to promote the best practices with regard to realised projects and their presentation to public opinion)

j) Organising competitions for the media for programmes/publications related to OP IE, conveyed by means of mass media

k) Informing the beneficiaries of the planned **competitions** (obligatory publishing of competition announcement at least in regional press and on the point's own website)

l) Organising workshops and courses

Courses and workshops directed at potential OP IE beneficiaries (through the "external courses and workshops," organised by IB and/or IB2(IA), with the main goal of instructing beneficiaries how to apply for support, implement the project properly and efficiently settle the accounts), and the employees of institutions participating in OP IE implementation (through the "internal courses and workshops," organised primarily by MA, with the main goal of providing the employees with relevant knowledge and qualifications).

The type, scope, and form of courses are determined on the basis of the training needs analysis, conducted by all institutions within their range of competence.

For the purposes of Information & Promotion activities, the official OP IE catchphrase (compliant with the Logo Book) is **"Fundusze Europejskie – dla rozwoju innowacyjnej gospodarki (European Funds – for the development of innovative economy)."**

All the activities described above should be carried out in compliance with the rules of unified visual identification of OP IE, according to the guidelines specified in the Logo Book, annexed to the Communication Strategy. The above-mentioned activities must also be

included in the Annual action plan for information, promotion and training, with each institution specifying their actions conducted in a given year with regard to information, promotion and training.

As a result, it is expected that the above-mentioned activities provide all persons concerned with exhaustive, reliable, and comprehensible information regarding the support opportunities created by OP IE, as well as increasing the beneficiaries' knowledge on using the support available to them.

5. Coordination of actions with regard to information, promotion and training policy of OP IE

Coordination of OP IE actions with regard to information, promotion and training is realised on two levels:

- The NSRF level, within the Information & Promotion policy with regard to European Funds and the cohesion policy;
- The MA OP IE level, responsible for conducting and coordinating Information & Promotion activities within OP IE.

For the purposes of communication activities conducted on the NSRF level, an Information & Promotion Steering Group was set up, which coordinated the promotion and information activities concerning European Funds, as well as ensures current updating and mutual consultation of needs for Information & Promotion activities directed at particular target groups.

The principal tasks of the Steering Group include the following:

a) Coordination of Information & Promotion activities concerning the European Funds;
b) Determining the directions of Information & Promotion activities and submitting recommendations on this matter during the Group meetings;
c) Initiating actions directed at the facilitation of information flow between institutions involved in the implementation of information, promotion, and training tasks; and,
d) Monitoring and intervening into the process of task realisation (in justified cases).

The Steering Group is composed of representatives of institutions managing the national and regional operational programmes.

In order to coordinate efficiently information, promotion and training activities on the OP IE level, the MA appointed an Information Working Group (IWG OP IE). The Group consists of MA, IB, and IB2(IA) representatives, and beneficiaries of systemic projects.

IWG members meet in order to consult the implementation of current actions, discuss problems related to fulfilling Information & Promotion duties, and to exchange experiences.

The main tasks of IWG OP IE include the following:

a) Updating the Communication Plan at least once a year;
b) Developing a coherent OP IE Annual Action Plan for a given calendar year;
c) Exchange of opinion and experiences;
d) Cooperation in organising common Information & Promotion events, and in preparing information materials;
e) Monitoring the progress of implementing Annual Action Plans; and,
f) Identifying the training needs of beneficiaries and employees of institutions involved in OP IE realisation.

6. Planning the information, promotion, and training activities – Annual Action Plans

The planning of information, promotion, and training activities within OP IE is carried out on the basis of the Communication Plan assumptions, the results of opinion polls, and also the conclusions drawn from accounts, reports, and surveys concerning the implemented Information & Promotion activities.

The basic document for planning information, promotion, and training activities is the OP IE Annual Action Plan, which is prepared by the Managing Authority and includes all information, promotion, and IB/IB2 training activities planned in the given calendar year.

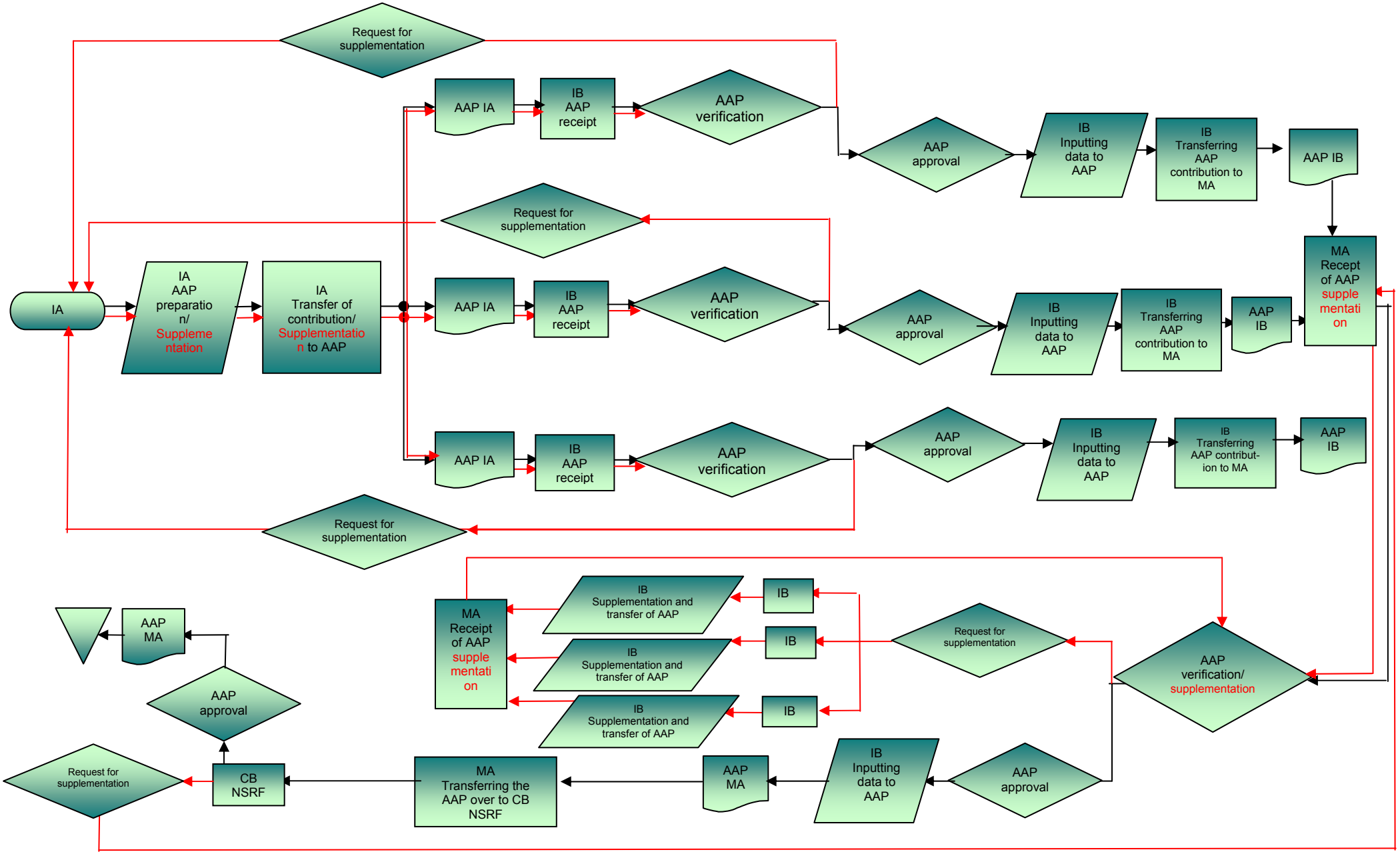
Intermediate Bodies are obliged to submit their Annual Action Plans to MA, taking into account the information, promotion, and training activities planned by the subordinate IB2(IA), no later than on 30 September of the year preceding the realisation of the OP IE Annual Action Plan. MA sends the OP IE Annual Action Plan, including all the activities planned by IB and IB2(IA), for the information of CB NSRF.

The OP IE Annual Action Plan contains the description of information, promotion, and training activities, specifies the target group, the realisation schedule and budget, as well as the expected results.

Diagram 2 presents the path of the development of the OP IE Annual Action Plan. It includes the documents that constitute the basis for the preparation of the Annual Action Plan, as well as the procedure in case updates are necessary.

Annex 1 to the OP IE Communication Plan includes a scheme of the construction of the Annual Action Plan with regard to Information & Promotion activities.

Diagram 2. The path of development and updating of the OP IE Annual Action Plan



Source: Ministry of Regional Development, Managing Department for Competitiveness and Innovation Programmes

7. Training policy

According to the *Guidelines for Information and Promotion*, it is the duty of all institutions involved in OP IE implementation to provide training for Programme beneficiaries and to the employees of institutions involved in the realisation of tasks related to the implementation and management of OP IE. The courses should take into account the current training needs and be equally available.

The main goals of courses for the employees of institutions involved in OP IE implementation are as follows:

a. Improvement of professional qualifications; and,
b. Increasing the knowledge, qualifications and abilities of the employees in order to improve the efficiency and quality of performed tasks.

The main goals of courses for OP IE beneficiaries are as follows:

a. Providing information on the rules for applying for subsidisation out of OP IE funds (concerning, e.g. the eligibility of expenses, and project selection criteria),
b. Supporting the proper implementation of projects co-financed out of OP IE funds, and
c. Informing the actual beneficiaries of their duties regarding project implementation (concerning e.g. accounting, applying for intermediate, annual, or final payment).

7.1 MA training policy

a. Execution of training in MA

MA training policy is consistent and coherent, and results from the training policy developed by the Ministry of Regional Development.[4] MA OP IE prepares an annual *Training Plan* which includes, e.g. the list of course subjects, forms of training, justification for proposing a given course, and the expected results. Having completed a course, an MA employee fills out an Individual Course Evaluation Form. MA prepared quarterly reports on the conducted courses and transmits them to the HR Office of MRD.

b. Execution of training for IB and IB2

MA provides specialist courses for IB and IB2(IA), with the aim of increasing specialist knowledge and abilities of persons involved in the Programme implementation.

[4] Document approved by Director General of MRD, in force since February 2008, applicable to all units of the ministry, introducing the principles of training policy, and governing all matters related to the execution of training: starting from the process of analysis and planning, through the process of implementation, to the evaluation of courses.

The above-mentioned courses are financed within OP IE Technical assistance.[5]

7.2 IB and IB2 training policy

Training organised by IB assumes the form of specialist, sector-specific courses for IB and IB2 employees. The course subjects are related to the field in which a given institution implements a particular priority axis and OP IE measures.

IB and IB2(IA) are obligated to organise courses for the Programme's beneficiaries. The courses are primarily related to the following:

a. OP IE goals,
b. Rules of applying for subsidisation,
c. Rules of preparing the application for project subsidisation,
d. Implementation of the project and settling the accounts,
e. Monitoring and reporting,
f. Eligibility of expenditure,
g. Public procurements, and
h. Principles of fulfilling information duties with regard to the projects.

Organisation of courses for beneficiaries should take place concurrently with the planned dates of starting application rounds and during project implementation. The range of topics should be analysed in terms of the questions asked by potential beneficiaries (and also the project originators), signalled difficulties, analysis of mistakes made in the submitted applications (project implementation accounts, etc.).

Each conducted course should be analysed in terms of its efficiency through having the participants fill out the course evaluation forms.

[5] Horizontal training is organised by CB NSRF out of Technical assistance funds of the Operational Programme Technical Assistance.

8. Distribution of duties with regard to information and promotion among MA, IB and IB2(IA)

Responsibility for the realisation of information, promotion, and training activities within OP IE rests in all institutions involved in the implementation and management of OP IE. Their principal goal is to reach as large a group of recipients as possible, informing them of the Programme, and pursuing cohesion and complementariness of the tasks performed by each institution alone and all of them together. This is to be achieved through the distribution of information, promotion and training duties, within the scopes defined below.

OP IE Managing Authority acts as coordinator of activities with regard to information, promotion, and training, and transfers certain duties to IB and IB2(IA) (in compliance with s 27(1)(8) of the *Developmental Policy Act*).

Principal responsibilities of MA include the following:

- Developing the OP IE Communication Plan and the coordination of works on the preparation of the OP IE Annual Action Plan of Information & Promotion activities for a given year, and its transfer to CB NSRF;
- Verifying, in cooperation with IB and IB2(IA), and within IWG OP IE, the Programme's Communication Plan, and if necessary, preparing relevant updates;
- Carrying out Information & Promotion activities with regard to the Programme, addressed primarily to the society as a whole, on the basis of the OP IE Communication Plan and the Annual Action Plan, including the running of an Information & Promotion campaign devoted to the Programme's launch within the general framework of OP IE promotion;
- Monitoring and controlling the fulfilment of Information & Promotion duties by IB and IB2(IA), in accordance with the Annual Action Plans;
- Preparing periodical and annual reports from the implementation of information, promotion, and training activities specified in the Communication Plan and OP IE Annual Action Plans;
- Running a campaign, at least once a year, devoted to the effects of OP IE implementation in consultation and cooperation with CB NSRF;
- Ensuring easy access to current information concerning the progress of Programme implementation by at least publishing it on the OP IE website;
- Providing the publication of OP IE materials, especially the operational programme, its particularisation, accounts and reports from OP IE implementation, guidelines for beneficiaries, brochures, leaflets;
- Organising the distribution of the above-mentioned materials, primarily to inquiry desks;

- Announcing a list of beneficiaries on the OP IE website, along with the project titles and amounts granted;
- Indirect supervision over inquiry desks operating for the purposed of OP IE;
- Organising information meetings for IB and IB2(IA), conferences (including national-scale) and consultations concerning OP IE, in consultation and cooperation with CB NSRF;
- Providing general and specialist courses, aimed at improving the qualifications of the staff managing and implementing the Programme; and,
- Placing an EU flag in front of the MA headquarters for 1 week each year starting from 9 May.

As part of the Managing Authority responsible for conducting communication within the OP IE is Promotion and Information Unit.
Promotion and Information Unit address:
Wspólna 2/4, 00 - 926 Warsaw,
headquarters: Chałubińskiego 8, 00 - 613 Warsaw
phone: (022) 501 54 18, 501 54 15, 501 54 20, 501 53 38, 501 52 41
fax. (022) 501 53 67
E-mail: po-ig@mrr.gov.pl

Intermediate Bodies and secondary Intermediate Bodies conduct information activities addressed directly to OP IE beneficiaries. Institutions implementing systemic projects or individual key projects within OP IE (particularly Krajowy Fundusz Kapitałowy, Bank Gospodarstwa Krajowego) are obliged to provide information about their activities, e.g. through publishing information on the website and the distribution of information materials.

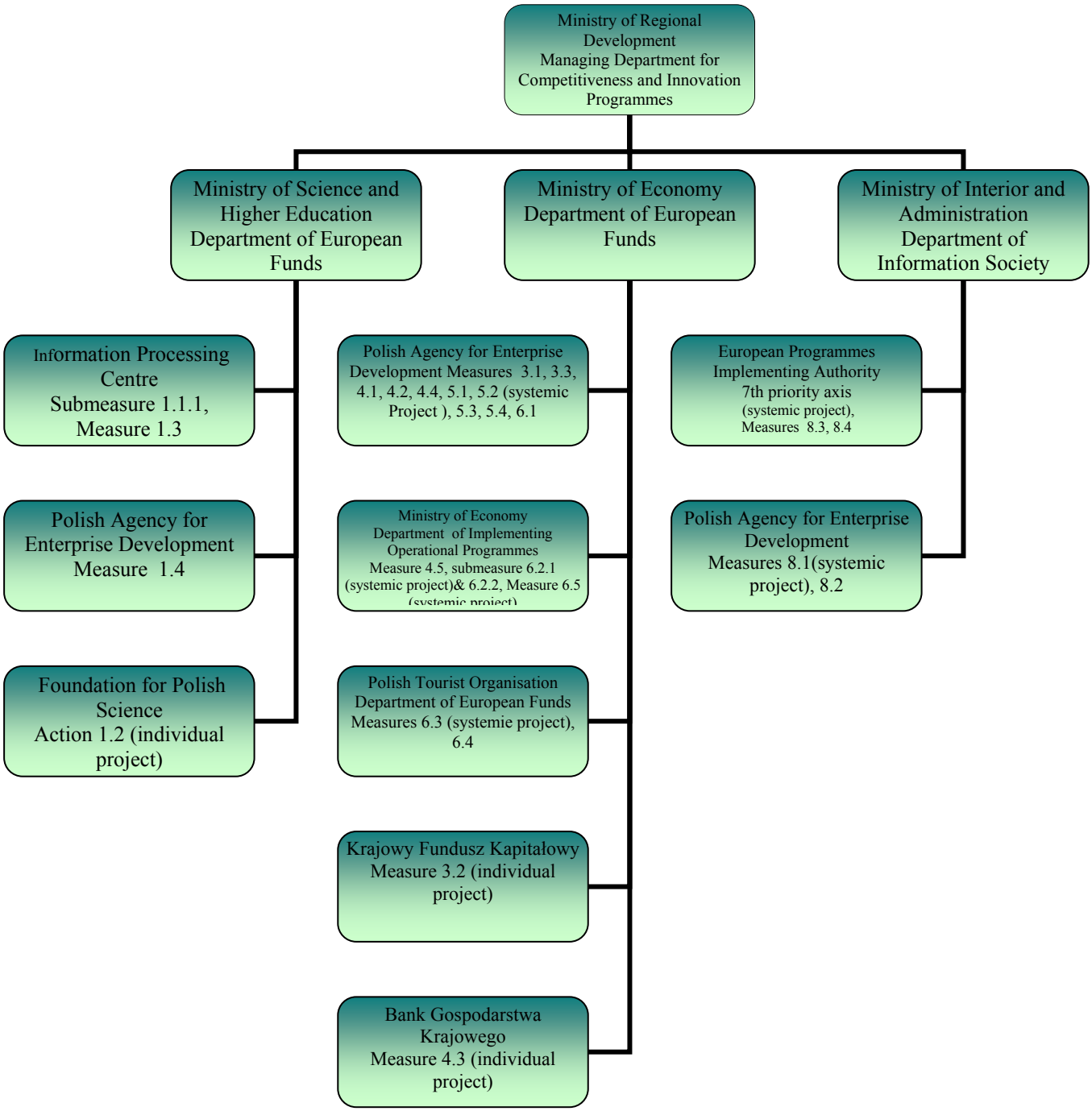
The main responsibilities of IB and IB2(IA) include the following:
- Carrying out Information & Promotion activities on the level of priority axes, based on the Communication Plan and Annual Action Plans;
- Cooperation with MA within IWG OP IE in preparing and updating the Communication Plan and Annual Action Plans;
- Providing the beneficiaries with an information package concerning the following:
    - The categories of activities for which they can apply for support;
    - The conditions to be met to qualify for EU subsidisation;
    - Procedures related to project selection;
    - Project selection criteria;

    - Procedures related to the preparation, evaluation, and selection of projects, as well as their supervision; and,
    - Inquiry desks, providing information about the Programme.
- The preparation and distribution of publications addressed directly to OP IE beneficiaries, particularly sample applications and other documents necessary for applying for support within particular measures and priorities; manuals for applicants and information brochures, guides, leaflets, CDs, etc.;
- The preparation and distribution of promotion materials for the purposes of implementing information activities;
- Running a website/Internet bookmark within IB's own portal containing information concerning the IB's priorities/measures within its responsibilities;
- Active participation in conferences and meetings organised by MA, e.g. through providing speakers within the priorities/measures and responsibilities of the IB;
- Conducting the IB's own Information & Promotion campaigns, promoting priorities/measures within its responsibilities;
- Participation in trade fairs as the key exhibitor and organiser of a series of presentations and thematic modules;
- Monitoring and controlling the beneficiaries and contractors in terms of fulfilling Information & Promotion duties with regard to the project;
- Organising courses and/or workshops for beneficiaries of the Programme about duties related to the implementation of projects co-financed out of EU funds, e.g. with regard to the following:
    - Detailed rules of fulfilling information duties,
    - Reporting,
    - Control,
    - Settling the accounts, and
    - Preparing the application for payment.

Each institution implementing information, promotion, and training activities concerning OP IE appoints at least one person or a special unit responsible for conducting the above-mentioned activities within the capacity of a given institution.

Diagram 3 presents the OP IE institutional system, and indicates which institution is responsible for conducting Information & Promotion activities within the implemented OP IE priorities/measures.

Diagram 3. Institutional system of the Operational Programme Innovative Economy 2007-2013



Source: Ministry of Regional Development, Managing Department for Competitiveness and Innovation Programmes

9. Internal communication within OP IE and the exchange of information and experiences with MAs, IBs and IB2s of other operational programmes

The system of internal OP IE communication is based on three principal activities:

a. The work of the OP IE Information Working Group,
b. A system of courses for institutions involved in OP IE implementation,
c. A system of monitoring the implementation of Information & Promotion activities, training, and reporting.

With regard to the tasks related to the management and implementation of OP IE, the employees of MA, IB and IB2(IA) should be informed about the following:

a. The main goals to be pursued by the institutions within the framework of Programme implementation,
b. Planned ventures related to the performance of OP IE-related tasks,
c. Matters of joint participation and decision-making within the performed duties,
d. The official stances of MA OP IE in relation to the implementation of duties within OP IE, and
e. Problems and difficulties arising in OP IE management and implementation.

The basic communication tools that may be used for exchanging information between institutions involved in the management and implementation of OP IE are as follows:

- E-mail and newsletters;
- Bulletins, brochures, and other publications devoted to OP IE matters;
- Guides, accounts, and reports;
- Meetings;
- Courses; and,
- Surveys.

Communication and cooperation with other institutions involved in information, promotion, and training within the framework of other operational programmes is realised mainly by participating in the works of the Steering Group, composed of members of MAs for various programmes. Furthermore, the cooperation includes the exchange of information during courses, meetings, and via e-mail.

Additionally, the communication within the Programme, apart from internal communication, includes the following elements:

- Informing the beneficiaries and the public opinion about the launch and implementation of OP IE. The activity shall be realised, e.g., by means of an Information & Promotion campaign, press conferences organised on the occasion of

starting the reception of applications within particular measures, as well as through maintaining and regular updating of the OP IE website;

- Supporting the process of applying for OP IE funds; (The activity shall be realised by means of organising courses, seminars, and open days for beneficiaries, as well as through an information campaign, information provided on the website, distribution of brochures and guides among beneficiaries, and providing advice at the inquiry desks.)
- Assisting the beneficiaries in project implementation and settling the accounts, and in promoting the effects of the projects in compliance with EU requirements; (This activity shall be realised by means of courses and workshops organised by IB and IB2, distribution of guide-books, and brochures for beneficiaries, and regular updates to the website, containing sample documents necessary for the implementation and accounting of projects.)
- Presenting the effects of Programme implementation; (The activity shall be realised by means of providing on the OP IE website, in the first quarter of each year, articles describing the effects of Programme implementation, the amounts of subsidisation granted, and data on the value of available funds, as well as the stage of OP IE implementation. The effects of Programme implementation shall also be presented during regular press conferences organised since the first quarter of 2009 until the end of the programming period.)
- Monitoring the progress of Programme introduction and implementation, realised by means of reporting and accounting within OP IE.

The schedule of information, promotion, and training activities involving the elements indicated above is shown in Table 2.

A very important element of the interpersonal communication process is the feedback. Interpersonal communication should be aimed to achieve the following:

- Obtaining reliable and objective information concerning the assessment of the Programme's implementation and management;
- Obtaining information concerning the strong and weak points of the institutional system of the Programme's implementation and management;
- Improving work efficiency through providing the opportunity of comparing the evaluation obtained from at least three independent sources with one's own evaluation; and,
- The opportunity of objective assessment of training needs, enabling the achievement of the high efficiency of using training funds, professional development

of the staff, and obtaining information concerning potential difficulties and barriers in achieving the expected work efficiency.

The tools for the gathering and exchange of feedback information were discussed at the beginning of this chapter, and the principles of their analysis and assessment are included in Chapter 12, devoted to the monitoring and evaluation of information, promotion, and training activities.

Additionally, the opinion polls play a significant part, because they allow for the analysis of the quality of the message and its content. Feedback information shall be taken into account in preparing the Annual Action Plans of information, promotion, and training for a given calendar year. The duty of preparing the plans rests upon all members of the Programme's institutional system. After the approval by MA OP IE, the Annual Action Plan is transferred for the information of CB NSRF.

Maintaining and developing contacts with target groups aimed at supporting the implementation of projects and establishing the referential potential[6] is realised primarily through efficiently carrying out the tasks outlined in the Annual Action Plans of institutions involved in project implementation. Supporting the beneficiaries in the realisation of projects is also achieved by providing reliable and comprehensive information by means of the tools described in detail in Chapter 4 of the Communication Plan. Direct cooperation with beneficiaries is to be exercised by IBs and IB2s OP IE, which invite their target group representatives to discuss and exchange experiences and to promote their successes in implementing projects in the media. The efficient Information & Promotion activities will be conducive to the development of reference potential which will be achieved by way of stimulating the beneficiaries' recommendation of advantages gained from OP IE support. An important role will also be played by representatives of opinion-making circles, who may influence the perception and image of OP IE through public speaking.

[6] Reference potential – the possibility and willingness to recommend support within OP IE on the part of beneficiaries, inquiry desks employees, and employees of institutions involved in Programme implementation. Reference potential can be enhanced through actions addressed to the project participants, such as networking and exchange of experiences.

10. General schedule of activities

Information, promotion, and training activities are conducted by means of various communication tools, with varying intensity, frequency, and commitment on the part of particular institutions, as presented in Table 2.

Table 2. General schedule of OP IE Information & Promotion activities performed by MA, IB, and IB2

No.	Type of activity	2007			2008		2009		2010		2011		2012		2013	
		1st half-year	2nd half-year	1st half-year	2ndh alf-year	1st half-year	2nd half-year	1st half-year	2nd half-year	1st half-year	2nd half-year	1st half-year	2nd half-year	1st half-year	2nd half-year
1.	Printing and distribution of OP IE and its updates														
2.	Printing documents related to Programme implementation (detailed description of priorities, implementation reports, analyses etc.)														
3.	Preparing and editing an OP IE news-bulletin														
4.	Preparing, printing and distribution of publications on OP IE														
5.	Organising conferences, seminars, and meetings with beneficiaries														
6.	Preparing and producing Programme-related promotion materials														
7.	Participation in fairs and open days														
8.	Promotion campaign (radio, television, the press)														
9.	Information campaign (radio, television, the press, the cinema)														
10.	Organisation of and participation in courses														
11.	Organising OP IE-related competitions														

12.	Opinion polling concerning OP IE knowledge														
13.	Presentation of effects of OP IE funds implementation														
14.	Maintenance, operation, and updating a website/Internet bookmark on OP IE														
15.	Providing information at inquiry desks														

Ministry of Regional Development, Managing Department for Competitiveness and Innovation Programmes

11. Indicative budget

Within the framework of the 9th priority axis Technical assistance for OP IE, the Information & Promotion activities in the period 2007-2013 were allocated a total of 36.5 billion euros for Measure 9.3, and an amount of 273.6 billion euros was appropriated for the realisation of Measure 9.1.

The OP IE Technical assistance funds for information, promotion and training were distributed between MA and IB for particular years of Programme implementation using guiding principles. Funds for secondary Intermediate Bodies were reserved within the allocation for relevant Intermediate Bodies.

Table 3. Indicative distribution of funds for information, promotion and training within OP IE between MA and IB (in billions of euros)

Measure 9.1 Management support							
Year	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**the entire period of Programme operation**
MA	7.24	7.24	4.46	4.46	4.46	4.46	**32.32**
ME	15.79	15.80	11.86	11.86	11.86	11.86	**79.03**
MSHE	7.52	7.53	5.72	5.72	5.72	5.72	**79.03**
MIA	9.55	9.56	7.16	7.16	7.16	7.16	**47.74**
Reserve	15.60	15.60	11.35	11.35	11.35	11.35	**76.60**
In total	**55.70**	**55.74**	**40.54**	**40.54**	**40.54**	**40.54**	**273.60**
Measure 9.3 Information and promotion							
Year	**2008**	**2009**	**2010**	**2011**	**2012**	**2013**	**the entire period of Programme operation**
MA	0.7	3.0	1.7	1.0	1.0	1.0	**8.4**
ME	2.5	4.0	3.8	2.5	2.0	1.5	**16.3**
MSHE	1.0	1.6	1.5	1.0	0.8	0.6	**6.5**
MIA	0.8	1.2	1.4	0.8	0.6	0.5	**5.3**
Reserve	0.0	0.0	0.0	0.0	0.0	0.0	**0.0**
In total	5	9.8	8.4	5.3	4.4	3.6	**36.5**

Source: Ministry of Regional Development, Managing Department for Competitiveness and Innovation Programmes

The distribution of funds presented above is indicative and may be altered in the course of OP IE implementation.

The funds, granted both by the state and the EU, allotted to the financing of information and promotion, should be spent in a rational, effective, and well-documented way, in accordance with the Programme's provisions, and for purposes indispensable to the project.

Rational expenditure of EU funds for promotion and information purposes by means of actions described in Chapter 4 will result in increasing public interest in innovative investments in the fields of economy, science, and IT. In consequence, new possibilities will arise with regard to adjusting the science sector to the needs of businesses, especially the small and medium enterprises, which in turn will enhance the transfer of the latest solutions

to the sphere of economy. As a result, the achieved synergy will create an additional stimulus that will accelerate the economic growth, as well as establish a solid foundation of long-term competitiveness of Polish economy.

12. Monitoring and evaluation of information, promotion, and training activities

Monitoring of the implementation of information, promotion, and training within OP IE is a tool for supporting routine implementation of the OP IE Communication Plan and the Annual Action Plans for Information & Promotion activities. Monitoring is aimed at verifying the progress and current stages of the implementation of Information & Promotion goals. The basic tools of monitoring are the periodical and annual reports form the implementation of the Communication Plan, and especially the Annual Action Plans. They provide regular input of quantitative and qualitative information for the analysis of the realisation of Information & Promotion activities.

The reports are prepared by MA, with the help of IB and IB2(IA), and subsequently submitted to CB NSRF. The reports and accounts should include the following elements:

- A brief description of the current status of implementation of the Communication Plan/Annual Action Plans in relation to the guidelines;
- The principal actions taken in a given period;
- Expenditure in a given period (the stage of realisation of expenditure prognoses with regard to Information & Promotion and training activities);
- Significant problems which arise in the course of action implementation, along with relevant countermeasures which have been or will be taken; and,
- The principal activities planned for the next reporting period.

Evaluation of Information & Promotion activities refers to the objective assessment of realisation of the OP IE Communication Plan and the Annual Action Plan by MA, IP and IB2, i.e. the assumptions, compliance with the schedule of activities, and the results achieved, as well as reaching the desired indexes. The evaluation process takes into account such factors as efficiency, the efficacy, and range of conducted activities. Efficiency is measured by calculating the relation of expenses (costs and work) to the achieved results, and efficacy is determined by the perception of information, promotion, and training activities within the Programme, and their influence on the final level of recipient knowledge.

Evaluation applies to the long-term effects of Communication Plan implementation and their impact. Its aim is to provide reliable and useful information that will then serve the planning of information, promotion, and training activities, as well as the cooperation of all partners involved in the realisation of the Communication Plan.

The methods, techniques, and tools of evaluation should be strictly related to its aim, the relevant period of time, and the particular area under examination. For the purposes of the evaluation of information, promotion, and training activities of OP IE the following tools will be used:

- Individual computer-aides interviews (CATI),

- In-depth interviews,
- Focus groups,
- Case studies, and
- Document analysis.

Surveys conducted on samples appropriately selected from the society and target groups of the Programme aim at supporting MA or IB/IB2 in the assessment of efficiency of the information, promotion, and training activities of OP IE, as well as the accuracy of the chosen communication tools used in the course of performing the tasks related to the promotion and information concerning the Programme. Moreover, they should be helpful in determining the impact exerted by the Communication Plan, including the conducted activities, and the stage of the realisation of the pursued goals with regard to basic target groups:

- Society – in raising the awareness of the role that OP IE plays in the development of the country;
- The beneficiaries - in the grooving number of those meeting the requirements, quality applications, well-conducted and properly settled projects;
- Socio-economic partners – in reliable and punctual information which in turn serves the creation of a positive image among the public, influenced by those partners; and,
- The media – in engaging in the information process and the frequency, quality and reliability of the message generated by the media.

Table 4 presents the indexes of the product, results, and impacts adopted for the purposes of measuring the efficiency and relevance of the choice of tools for information, promotion, and training activities within OP IE.

Table 4. Basic indicators of communication activities and methods of measurement

Type of activity	Product indexes	Result indexes	Research method	Target group	Prospective values	
					product index until 2013*	Result index until 2013
• setting up and running an OP IE website or Internet bookmark	1) number of launched websites/bookmarks	1) number of visits to the website	• statistics	• public opinion • beneficiaries	1) **10**	1) **350,000**
• organisation of or participation in conferences, courses, seminars, fairs, organisation of competitions for beneficiaries and the society in general	1) number of organised conferences 2) number of conference participants 3) number of fairs attended and/or organised 4) number of conferences attended and/or organised 5) number of courses attended and/or organised	1) and 2) number of conference participants informed on and familiarised with OP IE3) reaching a particular number of people with information and/or distribution of promotion materials 4) number of people reached with information 5) number of persons trained	• surveys • statistics	• public opinion • beneficiaries • employees of institutions involved in OP IE implementation • the media	1) **180** 2) **1,500** and 3) **35** 4) **60** 5) **448**	1) **18,000** 2) **1,500** 3) **12,000** persons, **3,000** materials distributed 4) **4,300** 5) **20,608**
• preparation, publishing, and distribution of Information & Promotion materials on paper or via e-mail, publications in the media, ads in the press and on billboards, publishing CDs as newspaper extras, translation of documents	1) number of prepared media publications 2) number of publications for beneficiaries 3) number of commissioned preparations of information charts 4) number of Information & Promotion billboards/posters 5) number of prepared leaflets/brochures 6) number of prepared CDs 7) number of prepared promotion materials 8) number of press ads and other advertisements 9) number of documents commissioned for translation	1) number of people reached with information 2) number of distributed publications and/or reaching a particular number of people with information 3) number of prepared and used information charts 4) number of distributed Information & Promotion posters 5) number of distributed leaflets/brochures 6) number of distributed CDs 7) number of distributed promotion materials 8) number of press ad recipients 9) number of translated documents	• statistics	• public opinion • beneficiaries • the media	1) **70** 2) **33,257** 3) **7** 4) **3,675** 5) **320,250** 6) **500,000** 7) **344,470** 8) **98** 9) **42**	1) **595,000** 2) **29,750** distributed publications and/or **21,000** people informed 3) **7** 4) **3,675** 5) **320,250** 6) **500,000** 7) **344,470** 8) **5,740,000** 9) **42**
• cooperation with the media, radio and television spots about OP IE	1) number of meetings with the media 2) number of television campaigns (spots) 3) number of radio campaigns (spots) 4) number of Internet campaigns	1) number of media meetings participants2) number of internet users reached with information	• statistics • opinion polls	• public opinion • beneficiaries	1) **80** 2) **6** 3) **6** 4) **6**	1) **700** 2) **6,000,000**
• distribution of newsletters and mailing	1) number of purchased databases 2) number of messages sent via the newsletter	1) number of database and newsletter subscribers	• statistics	• public opinion • beneficiaries	1) **3** 2) **800**	1) **110,000**
• inquiry desks • Call-centre	1) number of inquiry desks 2) number of launched call-centres	1) and 2) number of persons using the inquiry desks 3) number of answers given to telephone questions 4) number of answers given to telephone questions	• statistics • surveys	• beneficiaries	1) **3**, 2) **3**	1) **12,000** 2) **12,000** 3) **21,000** 4) **15,000**

Source: Own research based on European Funds Communication Strategy for the period 2007 -2013, Ministry of Regional Development, Managing Department for Competitiveness and Innovation Programmes

** average number for all institutions Involved In OP IE implementation in 2007-2013*

13. Beneficiaries' duties with regard to information and promotion

The responsibility of informing the beneficiaries of their Information & Promotion duties within OP IE rests with IB/IB2(IA). The basic information concerning the existence of the said obligation should be included in the contract made between a given institution and the beneficiary.

In implementing projects co-financed by the EU, the beneficiaries are obliged to follow the rules of fulfilling Information & Promotion duties, specified particularly in

- Council Regulation and Executive Regulation, and
- The project subsidisation contract.

The basic and minimum duties all beneficiaries (including OP IE beneficiaries) must fulfil are included in the Executive Regulation. According to this regulation, the beneficiaries who were granted financial support shall inform the public about the finances obtained from EU funds.

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Annex 1 – Pattern of developing an Annual Action Plan concerning information and promotion

ANNUAL ACTION PLAN											
Type of activity	**Description of activity**	**Beneficiaries within the action**	**IB**	**Institution implementing the activity**	**Budget allotted for the action**	**Source of financing**		**Schedule of activities (no. of activities)**		**Product index**	**Result index**
NAME OF INSTITUTION											
						SOP ICE	OP IE	1st half-year	2nd half-year		
PROMOTION											
INFORMATION											
TRAINING											
IN TOTAL											

Annex 2 – Individual Training assessment Form for training concerning OP IE 2007-2013

INDIVIDUAL TRAINING ASSESSMENT FORM FOR TRAINING CONCERNING OP IE 2007-2013

INSTRUCTION: Information provided by you in this form (ICAF) will be an important indicator of the efficiency and attractiveness of the training you just completed. Therefore we would be grateful if you filled out the form and gave it to the person responsible for training organisation on the part of the training institution. Thank you for your help.

You are (mark the relevant statement):
o An employee of OP IE Managing Authority
o An employee of OP IE Intermediate Body
o An employee of OP IE Implementing Authority
o OP IE beneficiary

o female **o male**

Your work experience is (mark the correct option):
o 0-5 years **o 6-10 years** **o 11–20 years** **o 21–30 years** **o 31-40 years** **o 40 years or more**

Your age is (mark the appropriate statement):
o under 30 **o 30-35** **o 36-45** **o 46-55** **o over 56**

Training topic			
Form of training (mark the correct form ☑)	o Conference o Seminar o Course	o Workshop o Other	**Date of training**
Method of training (mark the correct method ☑)	o Lecture o Instruction o Workshop o Case study	o Simulation games o Staging o Interactive video film o Other	

Training organiser	
Training manager	
Training facility	

Assessment scale: *from 0 (lowest grade) to 5 (highest grade) Please award a desired number of points by circling the relevant field:*

A. Syllabus and methods

Obtaining new knowledge			0	1	2	3	4	5
Learning new abilities			0	1	2	3	4	5
Training method, work pace and didactic tools			0	1	2	3	4	5
Usefulness in the current position			0	1	2	3	4	5
Usefulness in further career			0	1	2	3	4	5

B. Organisation

Localisation of training facility, its accessibility			0	1	2	3	4	5
Learning conditions: rooms, equipment, lighting etc.			0	1	2	3	4	5
Time schedule of activities			0	1	2	3	4	5
Catering	Not applicable	o	0	1	2	3	4	5
Lodging	Not applicable	o	0	1	2	3	4	5

C. Participants

Group homogeneity (0 – very diverse, 5 – homogenous)	0	1	2	3	4	5
Personal motivation for participation in training (0 – non-existent, 5—very high)	0	1	2	3	4	5

ASSESSMENT OF LECTURERS

Assessment scale: from 0 (lowest grade) to 5 (highest grade). Please provide the names of particular lecturers and assess them by marking the relevant field.

D. Lecturers

Name (title, academic degree)							
Command of the subject, substantial preparation	0	1	2	3	4	5
Ability to convey the knowledge and favourable work atmosphere	0	1	2	3	4	5
Extent of syllabus realisation	0	1	2	3	4	5

Name (title, academic degree)							
Command of the subject, substantial preparation	0	1	2	3	4	5
Ability to convey the knowledge and favourable work atmosphere	0	1	2	3	4	5
Extent of syllabus realisation	0	1	2	3	4	5

PROPOSALS

I. What topics were missing in the training programme?
II. Name three most important ones.

III. For the purpose of planning further professional development, what are the topics you would expect? Name five principal topics.

IV. What are your general comments to the training you just completed?