**ANNEX 5**

**COMMUNICATION PLAN**

**[Project title/Applicant’s name]**

Fill in the table[[1]](#footnote-1) below with details regarding the information and communication activities to be carried out within your project. The text in grey is intended as guidance and should be removed after completing the Communication Plan.

| **Information and communication activities** | **Objectives of information and communication activities** | **Target audience** | **Communication channels and tools** | **Measurement indicators** | **Estimated activity calendar and their periodicity (one-time or recurring)** |
| --- | --- | --- | --- | --- | --- |
| **1. ONE-TIME INFORMATION AND COMMUNICATION ACTIONS** |
| < 1.1 Briefly describe the specific, **one-time information and communication actions** (e.g., a press conference, a gala, a launching event) that you will carry out within the project> | <Define what objective you are pursuing to achieve through the respective information and communication activity> | <Define the target audience of the activity> | <Briefly describe the communication channels and tools that will be used to convey the message of the information and communication activity> | <Define the indicators that will help you measure the results of the information and communication activity> e.g. Facebook reports, website traffic, number of media pickups, etc. | <Mention the period in which you will carry out the respective activity> e.g. July 2025 – October 2025 |
| … | … | … | ... | ... | ... |
| **2. RECURRING INFORMATION AND COMMUNICATION ACTIONS** |
| < 2.1 Briefly describe the **recurring information and communication actions** that take place throughout the project's duration (e.g., social media communication, website information updates, etc.)>  | <Define what objective you are pursuing to achieve through the respective information and communication activity> | <Define the target audience of the activity> | <Briefly describe the communication channels and tools that will be used to convey the message of the information and communication activity> | <Define the indicators that will help you measure the results of the information and communication activity> e.g. Facebook reports, website traffic, number of media pickups, etc. | <Mention the period in which you will carry out the respective activity> e.g. July 2025 – October 2025; monthly |
| ... | … | … | ... | ... | ... |

1. Add as many rows to this table as you need. [↑](#footnote-ref-1)