



Interreg

Latvija-Lietuva

European Regional Development Fund



EUROPEAN UNION

Project

**Ecological flow estimation in
Latvian - Lithuanian trans-boundary
river basins (ECOFLOW)**

Communication Plan



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Introduction

Project “Ecological flow estimation in Latvian - Lithuanian trans-boundary river basins” (ECOFLOW) main objective is to assess the impact of small hydroelectric power plants on river ecosystems in Latvian - Lithuanian cross-border river basins.

ECOFLOW project will provide a scientific assessment of small hydroelectric power station operational impact on aquatic ecosystems. As a result of the project a methodology of ecological flow rate (E-flow) will be developed to proposals for amendments to the national legislation, which include water use permits and strategic planning, as well as list of sensitive species list run-off fluctuations in Venta and Lielupe river basin districts.

The project is important to Latvian - Lithuanian cross-border cooperation. This will ensure harmonized approach to water resource management in Latvian - Lithuanian border region.

Project ECOFLOW is funded by The Interreg V-A Latvia – Lithuania Programme 2014-2020.

Communication and information plays an important role in the project implementation and is a practical and efficient tool to improve the quality of the project outcomes and management. The plan will comply with information and publicity requirements set in Communication guidelines available in www.latlit.eu.

In this context a Communication Plan for the project ECOFLOW has been prepared. The Communication Plan defines information, publicity and digital activities to be carried out throughout the whole project duration. The Communication Plan supplements project and Programme goals by increasing visibility and transparency of the project and Programme.

Main objectives of communication plan

The plan is designed to disseminate information on the project activities, results achieved and good practices implemented to the general public and

stakeholders, the prerequisites for obtaining Programme funds, and the procedures that should be followed.

The overall aim of the Communication Plan is to:

- a) ensure transparency of the use of EU funding;
- b) increase awareness about the Programme, project activities and involvement of target groups;
- c) make project outputs freely available to the general public, stakeholders and other beneficiaries;
- d) contribute to the efficient implementation of the project;
- e) promote cross-border co-operation and worthwhile results;

Strategy

The strategy of the Communication Plan consist of the following elements:

- ensuring adequate information about transparency of the use of EU funding;
- ensuring quality information to target groups during project implementation;
- ensuring adequate information about the project progress, outputs and results on project website.

Division of responsibilities and efficient communication between project partners and JS is important to achieve the aims of this Communication Plan and the overall project aims set in the project application. This will also help to reach different target groups in the project area.

The project communication specialist of the project is responsible for ensuring compliance with the information and publicity requirements laid down in Communication guidelines available at www.latlit.eu website. The project leader will be in charge of the information and publicity activities implemented, but all partners will contribute by for example informing about the project at seminars, write newsletters, contact media and update websites.

Communication in the project will be performed in different ways and to different target groups by using websites, posters, newsletters, social media, seminars, articles but also directly to stakeholders in stakeholder workshop.

Stakeholders will be involved in project information activities in Latvia and Lithuania. The lead partner and project partners will support the stakeholders and the general public with necessary information e.g. info toolkit, publications, presentations and project results etc.

The project website will be frequently updated with information about how the project proceeds. Project partners will be responsible for creating project website (it can be as a special section on project partner's website). The website will have information about the project, objectives, partners, and results from the project, press and news. Website will be made in each partner's local language.

The project partners involved in the project implementation will e.g. organize seminars, update their websites regularly, provide information related with project in Latvia and Lithuania in English and national language where relevant.

All publications about project and final results should have clear reference to EU contribution e.g. Programme logo are obligatory. The fulfilment of information and communication activities as indicated in project will be monitored and assisted if needed by the JS.

Target groups

Information and publicity measure will address the following target groups:

1. Interest groups including NGOs

- Latvian Fund for Nature,
- Latvian Nature conservation agency,
- Lithuanian Nature Heritage Fund,
- Center of Environmental Policy of Lithuania;
- Latvian Associations of small HPPs,
- Lithuanian hydropower association

2. Final beneficiaries

- Project partners (LEI and BIOR).

3. Potential beneficiaries

- National public authorities (Ministry of Environmental Protection and Regional Development of the Republic of Latvia, Environmental Protection Agency of the Republic of Lithuania)
- Regional Environmental authorities;

4. Wider public

- National media
- General public (in participating states/regions) - inhabitants of trans-boundary Venta and Lielupe RBD influenced by flow regulations for hydropower production.

Communication tools and time frame

Information about the project will be spread through a variety of channels in order to reach the different target groups according to their specific needs. Several communication tools will be used. Communication of the project will be mainly based on website platform. All workshops, conference materials and results will be made acceptable for wider public through website.

Communication tools will be adjusted and used according to the project stages, for instance, start-up, implementation and project end phase. Annex 1 includes information about communication tools, explains when and how the tools are to be used, indicates evaluation indicators and target groups.

To promote efficient flow of information the following tools will be used:

- 1) Project website for each project partner: main communication tool containing full scope of information about the project objectives, results, duration, available funding and planned activities, presentations from events, electronic newsletters, publications and press releases, as well as deliverables made available for public. Information on the website will be updated regularly;
- 2) Project corporate design (Programme logo will be applied on all materials and documents, project logo will be designed and applied, Programme colors and fonts will be used in the project materials and documents, presentation templates, web design etc.) shall be applied to ensure Programme and project unique identity and recognition;
- 3) Informative project poster (Lead partner will prepare informative project poster for each project partner. Poster will be printed in at least

- A3 size and put on readily visible place for wider public, for example, at the entrance of each project partners building);
- 4) Printed materials: Project leaflets and brochures shall be issued for Stakeholders meeting and Final Conference.
 - 5) Information events: Project kick-off meeting will be organized for project partners, stakeholder workshop, management group meeting and steering group meeting;
 - 6) Internal communication measures ensuring adequate exchange of information between project partners involved in the project implementation and decision-making;
 - 7) Regular updating and maintaining of the project section on the Latvia-Lithuania programme website: <http://latlit.eu/li-249-ecoflow-ecological-flow-estimation-in-latvian-lithuanian-trans-boundary-river-basins/>;
 - 8) At least two press releases will be published during the project implementation to the national/regional and/or local media in Latvia and Lithuania;
 - 9) Equipment and other purchases made within the project will be labelled with the Programme logo, which will not be removed for at least five years after the final payment to the project has been made.

These tools will be particularly used to support project generation, implementation and networking, dissemination of project results and cooperation with project partners and target groups.

Communication specialist of the project will be available by telephone, e-mail and at different project events to provide necessary information and to promote the project and the Programme.

Evaluation and indicators

Quantitative and qualitative indicators are set to measure if aims of the Communication Plan have been achieved and what needs to be improved. Quantitative indicators set in Annex 1 will help evaluate information and publicity measures in terms of visibility and awareness of the project.

The following indicators shall be used for measuring success of information and publicity actions:

- number of websites and posters created;
- number of events carried out;
- number of people attending the events;
- number of prepared publications;
- number of articles in published media;
- number of electronic newsletters published;
- number of brochures and leaflets prepared

Contact info

Contact person responsible for the project information and publicity measures is designated below:

Contact person: Aiga Krauze, project ECOFLOW communication specialist;

Mailing address: Maskavas street 165, Riga, LV - 1019

Phone: +371 67770027

E-mail: aiga.krauze@lvgmc.lv

Website: <http://www.meteo.lv/lapas/par-centru/eiropas-savienibas-lidzfinansetie-projekti/ecoflow/ecoflow?id=2220&nid=1098>

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**Information and communication tools,
target groups, indicators and time frame**

Activity	Target groups	Evaluation indicators and quantification	Responsibility	Time frame
Events				
Project kick-off meeting	2	1 event organized	Lead Partner	April 2017
Stakeholder workshop	1	1 workshop	Project Partner - LEI	January 2018
Management group meeting	2	4 meetings	Lead Partner	Once per period
Steering group meeting	1, 3	4 meetings	Lead Partner	Once per period
Final Conference	1, 2, 3, 4	1 event organized	Lead Partner	March 2019
Information tools				
Project poster	1, 3, 4	3 posters prepared	Lead Partner	April - May 2017
Project website	1, 2, 3, 4	Project section of each project partners website created	Lead Partner and Project Partners	Continuously
Electronic newsletter	1, 2, 3, 4	6 newsletters on LV and LT websites; 2 newsletters on LV and LT media published	Lead Partner and Project Partners	Until March 2019
Corporate design	1, 2, 3, 4	Project logo prepared and applied; Project colors and fonts used for all materials	Lead Partner and Project Partners	Continuously

		produced for project		
Updating and maintaining project section on the Latvia-Lithuania programme website	1, 2, 3, 4	Regular updates of project activities posted	Lead Partner	Continuously
Publications				
Press releases, articles	1, 2, 3, 4	2 press releases on LV and LT media – one at the beginning, one at the end	Lead Partner and Project Partners	Until March 2019
Brochures and leaflets	1, 2, 3, 4	40 Brochures and 40 leaflets	Lead Partner and Project Partners	Until March 2019
Labeling of equipment and other purchases with the Programme logo	1, 2, 3, 4	Equipment and purchases labeled	Lead Partner and Project Partners	Until March 2019 Labeling must not be removed at least five years after the final payment to the project has been made