

Annex 13 Guidelines for preparing a communication plan

A project's communications plan will be prepared as an additional document of the main call Project in order to ensure the transparent use of Norway Grants funds and compliance with information requirements. The communications plan is a consolidated document that covers all information activities of the project. Project Promoter and Partners are obliged to carry out all the activities described in the communications plan throughout the implementation period of the project. Project Promoter and Partners must provide information regarding the "Green ICT" programme and Norwegian Financial Mechanisms to the widest audience possible (on the national, regional and/or local level), incl. to relevant interest groups. The Project Promoter will report to Enterprise Estonia with regard to performance of the communication activities with interim and final reports.

Information requirements and obligations are linked to the grant amount of the project:

- In order to inform of a small grant scheme, it is sufficient if the Project Promoter and/or Partners add a notification about the project and the logo of Enterprise Estonia and the Norwegian Financial Mechanism to the website of their company (logo is available on the programme website: www.eas.ee/norratoetus (in Estonian) and www.eas.ee/norwaygrants (in English));
- All main call projects must have a separate project website in Estonian and in English;
- If the grant exceeds EUR 500,000, the Project Promoter has to organise three information activities about the progress, achievements and results of the project, e.g. a seminar or conference for interest groups, incl. a launch or closing event of the project.
- If the grant amount is lower than EUR 500,000, two smaller-scale information activities will suffice.
- Enterprise Estonia will check compliance with information requirements in the framework of verification of project reports, prior to payments of the grant.

The communications plan has to include at least the following information:

- (a) objectives and target groups, incl. national, regional and/or local level interest groups and the public;
- (b) strategy and content of notification and disclosure measures, incl. activities, notification means and schedule, considering the added value and impact of funding provided within the framework of Norwegian Financial Mechanisms;
- (c) measures for disclosing information about the project online on a separate website or on a website created specifically for this purpose at an existing website of the organisation (these pages should be linked to one another). Project information should be updated regularly in the language(s) of the beneficiary state and in English;
- (d) information accessible online should include information on the project, its progress, achievements and results, cooperation with Norwegian institutions, relevant photographs, contact details and a clear reference to the programme and to Norwegian Financial Mechanisms (logo);
- (e) information regarding the Project Promoter and Partners that are responsible for the implementation of communication activities and fulfilment of communication requirements, including the data of a contact person(s);

Implementation of the communications plan

The Project Promoter will ensure the implementation of notification and disclosure measures in accordance with the communications plan, aiming to reach as wide an audience as possible, including key interest groups.

The organisers of information events (conferences, seminars) related to the implementation of projects are obliged to announce and make the use of grants provided by Enterprise Estonia and Norwegian Financial Mechanisms clearly visible (use of the logos, with a standing base, if possible, etc.).

The Project Promoter will put up an information medium (stand) at the enterprise for the duration of implementing the main call project; this stand will include information about receiving the grant (Project Promoters, name of the project, grant and logos). No later than six months after the completion of the project, the Project Promoter shall replace the stand with a prominent permanent plaque that complies with the requirements of the Communication and design manual.¹

All information and disclosure materials of the Project Promoters and (donor) project partners who are associated with the Norway Grants have to comply with the aforementioned Communication and design manual. The manual stipulates detailed technical requirements for the use of logos, plaques, information stands, posters, prints, websites and audiovisual materials.

¹Communication and design manual: <https://eeagrants.org/resources/2014-2021-communication-and-design-manual>