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TRACECA Communication Plan – IDEA II Project

The outlined communication plan will be further fine-tuned and defined in months 5 to 7 with help of workshop at expert level and PS.

There is no simple, one-size-fits-all solution to engaging with different grouping and stakeholders. The IDEA II project will communicate at two levels: toward the external world, which means transport industry, operators, banks, international organisations, etc. and within the regional area, the countries and the PS.

The web portal is the main pillar of such a task, but of course its use and development need to be framed in a coherent Communication Plan.

Objectives

The overall communication objectives are:

- Raise awareness on a broader front on the benefits of regional transport cooperation,
- Enhance countries' ownership of work developed by the project,
- Improve feedback from the industry in the corridor development,
- Reach higher visibility for the EU's contribution in improving transport connections with the neighbouring and Central Asian countries,
- Ensure dissemination of the project results.

The Communication Plan will further elaborate these objectives for the external and internal communication targets.

External communications shall develop a concrete understanding of the target groups on TRACECA corridor bottlenecks and their mitigation options. The communication shall raise the level of interest of IFIs on project funding and of operators on PPP options as well as promote the exchange of information, sharing of best practices with partners as FLAVIA, EUBAM, UNECE, OSCE, etc.

To create visibility and awareness of EC involvement particular in the Eastern Partnership an increase of awareness through local media on the EC neighbourhood policy will foster its positive impact on local development.

Internal communication shall increase the level of dialogue among the internal stakeholders on the on-going activities in similar fields in neighbouring countries. It will ensure that all visual identity material and other communication guidelines are properly communicated to internal stakeholders so as to ensure a uniform and common promotion of TRACECA.

A major aspect is to increase the knowledge of national and EC TEN-T policy and foster intra-national development of investments.

For this it is necessary to strengthen the capacity of internal stakeholders in developing and implementing communication activities.



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Approach

The underlying approach for the implementation of the Communication Plan will consist of

- Strengthening the ownership of the internal stakeholders over the TRACECA results, as well as building their capacity and skills in communication activities so that stakeholders actively participate and are committed in the design, management and visibility of the programmes.
- Utilize appropriate tools and messages for every target group respecting the EC visibility guidelines.
- Building a participatory and pro-active stance of external target groups in their area of operation by active participation in consultation processes for investment and knowledge sharing.
- Strengthening the knowledge of media and other information multipliers on TRACECA corridor benefits and putting at their disposal the information needed to accurately report on the subject and undertake information dissemination actions.

Communication activities will provide the relevant, up-to-date, comprehensible information on TRACECA and in particular TEN-T and Eastern Partnership cooperation that can be accessed and understood by all target groups and ensure that internal stakeholders have the necessary capacity and tools to communicate and promote TRACECA corridor within their countries.

It is important to make sure that the external target groups identify the progress of TRACECA and its development, particularly what investments are being launched and which improvements on non-physical barriers are being achieved.

The above are essential in raising awareness, increasing the commitment and enhancing the practical involvement of both external target groups and internal stakeholders. This will be done through a number of general and specific communication tools that are described later on.

The target groups are divided into three categories and are describe below. It should be noted that in certain cases, target group segments may fall into more than one category as they have a multiple role.

Internal stakeholders consist of:

- The Permanent Secretariat, The National Secretaries, The national transport administrations and customs,
- National Coordination Units in beneficiary countries.
- European Commission DG DEVCO, EC Delegations in beneficiary countries,
- EC funded TA projects

External target groups, consisting of the stakeholders with indirect interest in the development of TRACECA corridor and can significantly contribute to its enhancement through funding or know-how sharing:

- IFIs such as EIB, EBRD, NIF, World Bank, ADB, USAID, etc.
- International organization operating in the border crossing development such as UNECE or OSCE,
- International associations working on the development of international transport e.g. IRU, UIC and OSJD and the national association of freight forwarders or road hauliers e.g. ASMAP,



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- Partner EC activities that could share knowledge and experience such as EUBAM or BOMCA,
- Transport operators of different modes with operation along the TRACECA corridor.

An additional aspect of consideration is that research institutes may enrich the corridor improvement with idea and lateral thinking.

Secondary target groups are indirect stakeholders and non-beneficiaries as well as information multipliers that can support in disseminating key messages to specific segments of the external target groups as well as the general public. This includes:

- ENPI East Info Centre,
- General public on a national level in each country, National Media,
- Specialised media (i.e. transport publication and international conferences),
- Other information multipliers such as advocacy networks and coalitions,
- Regional development agencies at the border crossing regions.

Communication key messages addressed to each target group are presented below.

Target Group	Objective	Key Messages
Internal Group		
Permanent Secretariat	Improved coordination	Ownership of TRACECA is key development factor and EC support is visible
National Secretaries	Stronger position within the country	Ownership of TRACECA is driven by the countries, supported by the EC. TRACECA can show progress in its development
National transport administrations and customs	Stimulate ownership and understanding benefits of TRACECA	TRACECA is helping your country in the development of its economy by exploiting transit potential
EC funded TA projects	Synergy of efforts	Improved coordination
European Commission	Visibility of EC support	Improved attractiveness of the corridor. Raised interest in project funding. Improved treating of non-physical barriers
EC Delegations	Informing on on-going work groups and meetings	interaction with national strategy

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Communication key messages addressed to each target group are presented below.

Target Group	Objective	Key Messages
External Group		
IFI	Investment opportunities	TRACECA is actively building coherent interoperable network. Development of soft measures on non-physical barriers to support infrastructure development
International organizations like UNECE. OSCE	Soft measures and trade facilitations	TRACECA works with all partners on reducing non-physical barriers
IRU, UIC and OSJD		TRACECA interest in partnership with the industry and their view. Joining forces for increasing TRACECA attractiveness
EU related EUBAM, BOMCA programs	Experience in border crossings	Border crossing barriers and their improvements are seriously taken in TRACECA
Transport operators of different modes	Bottlenecks and development plans	Improved corridor attractiveness
Research institute	Sustainability through partnership	Improved corridor attractiveness
Secondary Group		
ENPI East Info Centre	Multiplier for wider range of target groups	Improved corridor attractiveness. TRACECA aspects of development and monthly updates
General public	Benefits of TRACECA on national economy in target areas	Information on achievements & impacts of TRACECA on national economies & development
National Media (Information multiplier)	Information on achievements and impacts of TRACECA on national economies.	Transit traffic, regional dialogue helping TRACECA countries to develop business and traffic safety
Specialised media	Specific information on TRACECA achievements	Improvement in flow forecast, safety for cargo and people, etc.

Communication tools and activities

The proposed communication tools and activities are grouped into two categories: general communication tools that will address all target groups, and specific communication tools that are designed and implemented specifically for the communication needs of a specific target group.



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Overview of the IDEA II communication tools are described below.

TOOL	EFFECT			TARGET		
	Raise Awareness	Response trigger	Ownership	External	Internal	Secondary
General Tools						
Web portal	▲	▲	▲	▲	▲	▲
News Letter		▲	▲	▲	▲	▲
Forum		▲	▲	▲	▲	
Social Media	▲	▲		▲		▲
RSS Feed	▲			▲	▲	
Special Tools						
Leaflets		▲		▲	▲	
Promotion Video	▲			▲		▲
Conferences	▲	▲		▲	▲	▲
Transport Journals	▲	▲	▲	▲	▲	▲
National Media	▲	▲		▲	▲	▲

General communication tools

- Logos & visual identities

The “TRACECA Seamless Corridor” slogan will be proposed for the TRACECA corridor. The slogan should consequently be branded on all communication material produced by the project.

- Publications

Publications including leaflets and brochures will be prepared both in hard copy and electronic format to be used for electronic dissemination but also for publication on the web site. The publications will be prepared in Russian and English. Some of the publications that are foreseen include:

- Border crossing manuals for TRACECA;
- TRACECA Atlas Update;
- Outcomes of thematic Working Groups.
- Events

TRACECA regular events taking place such as Ministerial Conferences and/or high level meetings will be used as occasions for improved internal communication with associated Media Coverage externally.



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Specific communication tools

The communication tools and activities are presented per target group addressed.

Internal target groups

- Discussion forum

Activation of the forum feature of the web site for internal discussions and exchange of know-how particularly to support the thematic work groups.

- TRACECA-CAMPUS

Allows discussion and interaction areas in one to many and many to many for thematic issues on network development along the training path.

External target groups

- Publications

Electronic publications on the investment opportunities.

Corridor services and updates on non-physical barriers improvements.

EU support for TRACECA programmer and Eastern Partnership.

Leaflet of TA-projects activities in TRACECA over the last years.

TRACECA image brochure related to TA-projects' success story.

- Visuals

Creation of further videos illustrating corridor improvements in cooperation with the beneficiary countries, using their video materials

- Events

Participation in international conferences such as yearly International Transport Forum Summits are planned on regular basis.

Participation in transport forums and conferences in the TRACECA countries and use it as dissemination event for awareness raising on TRACECA potential and EC activities for the corridor development.

Joint events with partner TA projects within TRACECA such as LOGMOS / Maritime Safety and Security etc. will promote streamlined efforts and coordinated activities.

Joint events with international organization such as UNECE / UIC / IRU etc. will implicitly improve TRACECA's visibility.

Donor coordination meetings will boost visibility on financial markets.

Road-shows that will be organized for promotion of the investment opportunities and raising interest of the potential project applicants shall focus on individual or regional needs.

- Media activities

Media activities will consist in the support and interaction with ENPI East Info Centre in order to communicate the messages to the external target groups using regional and international media channels.



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Communication targets and indicators

Activity	TARGET	INDICATOR
Event	Achieve the number of events planned to be organised	No. of events organized Impacts as a result of the event organised
Web site	Establish the portal as communication platform Updated and harmonized content TRACECA Campus	Web site hosting is paid and updated Training delivered for harmonized and targeted content At least 10 coursed operational
Publication	Publications are prepared in both hardcopy and electronic formats Editors from the countries	Updated TRACECA Atlas Updated investment projects pipeline TRACECA leaflet and brochure

ENPI East Info Centre

A continuous linkage with ENPI East Info Centre will be maintained. The ENPI East Info centre will also be supported in provision of interviews with key internal stakeholders. This practice has been selected during IDEA I for dissemination of information.

TRACECA web portal enhancement

The implementation of the TRACECA web portal has been one important step of IDEA I project in the direction of increased visibility of the TRACECA program. The web portal was designed in TYPO3 (in analogy to EURO-MED) as communication platform with several components including:

- Area for TRACECA Permanent Secretariat,
- TRACECA country web pages are bilingual by default in the local language in addition to (English OR Russian), template base. Same applied for TA project web pages with publications and project news,
- Event calendar for all TRACECA events,
- Newsletters to registered stakeholders,
- TRACECA online library,
- GIS online-database,
- Upload option for stakeholders,
- Presentation of investment opportunities in TRACECA corridor,
- Integrated Website internal search engine,
- Discussion forum.

Most of the components are already active and operational and will be further developed in close cooperation between IDEA II, the other TA-projects and the PS.

Capacity Building

To assure an appropriate level of knowledge IDEA II will guide the PS experts by training activities focussed on technical overall understanding and general user know-how.



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It is not in the scope of the project to train stakeholders on communication expert or/and webmaster level. The capacity building will cover hands-on know-how and needs further support from the PS in terms of resources and cost coverage for additional training components at a share of 50/50.

The web-site will clearly turn to the transport industry and underline the important role of EU-financed TA-projects for the development of TRACECA.