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| **PROJECT PUBLICITY PLAN** | |
| **Czech-Norwegian Research Programme (CZ09)** | |
| **Norwegian Financial Mechanism 2009-2014** | |
| **Programme area** | **Bilateral Research Cooperation** |
| **Period covered** | **15 July 2014 to 30 April 2017** |
| **Project ID number** | 7F14XXX |
| **Acronym** |  |
| **Strategy on Implementation of Project Publicity Plan (Annex 4 of the Regulation)** | |
| **Publicity aims** | What would you like to achieve in publicity?  What are you going to communicate? |
| **Target groups (including stakeholders)** | Who are you going to communicate to? |
| **Communication tools/channels** | How are you going to communicate actions to target groups? |
| **Budget/costs (CZK)** | How much are you going to spend on the publicity actions/events in total? |
| **Information Events (Annex 4 of the Regulation)** | |
| **Launch Event no. 1** | Content: aims, target groups, activities, communication tools, timeframe |
| **Progress Event no. 2** | Content: aims, target groups, activities, communication tools, timeframe |
| **Closing Event no. 3** | Content: aims, target groups, activities, communication tools, timeframe |
| **Other Publicity Activities** | What else are you going to do for the Project/Programme/Norwegian Financial mechanism promotion?  Content: aims, target groups, activities, communication tools, timeframe |
| **Web domain (Annex 4 of the Regulation)** | |
| **Web page** | www. |