



# D 5.1.

## Communication plan

Final Version

Saša Hočevar  
[sasa.hocevar@kgzs.si](mailto:sasa.hocevar@kgzs.si)  
tel: 00386 1 5136 694  
GSM: 00386 31 875 572

## **AIM**

This guide's aim is to get some general ideas, recommendations about how to communicate with the public and the media within Efficient20 project.

Establishing a general communication plan is difficult because the relation with mass media is different in each country and, usually this relation is known by the affected partner.

The communication plan include following:

- a general description of some of the fundamental elements which are necessary for communicating with the public and the media successfully,
- examples and templates of press conference invitation and press releases
- Annex – excel file with list of press and TV/radio contacts

We pretend to have a "life guide", where every partner will be able to add relevant information. In this sense, we would like to receive any information you consider as relevant to be added or changed in the guide. It will allow us to send you actualized guides as long as it is necessary.

For any change or comment, please send an e-mail to:

[sasa.hocevar@kgzs.si](mailto:sasa.hocevar@kgzs.si)

[martin.mavsar@gov.si](mailto:martin.mavsar@gov.si)

## **INTRODUCTION**

Good communication is central to realising the full potential of the projects and increasing their chances of achieving far-reaching objectives.

Communication of projects is also essential in letting people know what is happening and what results are being achieved, the best project in the world will not lead to any positive changes if its results are not communicated to others.

How you communicate an idea or piece of information is often as important as the idea or information itself. Messages need to be clear, simple and accurate. Badly presented, boring or complicated messages will often be misunderstood or simply ignored.

Communication strategies should address all possible communication channels, and should be based on a communication plan, which will set out the communication activities to be undertaken by the project during its lifetime.

A good corporate communication should be based on the following:

- Knowledge about the main goals of the project.
- Identify the target for communication activities
- Identify the key messages to be communicated.
- To provide the partners about concrete performance communication guidelines.

## THE COMMUNICATION OBLIGATIONS FOR INTELLIGENT ENERGY EUROPE include:

- To indicate in any communication or publication that your activity has received co-funding from the Community.
- The Commission/EACI asks you to indicate in any communication or publication that your activity has received co-funding from the Community.

### Instructions for displaying the IEE programme banner

All IEE-supported projects should display the banner of the IEE programme on all information and communication materials produced, such as event programmes, cover pages of project reports, websites, brochures, flyers, posters etc.



You may want to combine the banner with text, such as "supported by", "with the support of" or similar. This text can also be written in languages other than English. Here are a few examples:



You can download the banner in different qualities and sizes from [http://ec.europa.eu/energy/intelligent/implementation/communication\\_en.htm](http://ec.europa.eu/energy/intelligent/implementation/communication_en.htm).

In addition, the corporate project logo has been chosen by the partners, must be put in every communication activities it would be done. (folders, newsletters, press releases, web, etc.)

## **GUIDELINES FOR THE CREATION OF ADREMA**

The Adrema is a basic precondition needed for communicating with the media successfully. The Adrema is a list of contact numbers of journalists, as well as the general media titles. A well designed and elaborated Adrema allows instant communication with the media in different areas of interests and keeps them up to date about certain events, presentations, organization's viewpoints and other similar news.

The Adrema basically contains:

- information about the media (name, coverage: national, local, numbers of edition, name and time of broadcasting, ...),
- information about the journalists (name and addresses, telephone numbers, e-mail addresses,..).

To help manage those data is preferable to enter data into one data application such as Excel or Access,... Of course, the form of Adrema and information that you collect depends completely on you.

The Adrema can be classified according to different areas which particularly depend on your area of interest. Therefore the lists of media can be for example classified according to the type of media (printed media, radio, television, electronic media), according to the country, according to the area covered by the journalists (agriculture, economy, domestic policy, external policy, entertainment, etc.).

## **HOW TO GET CONTACTS**

The information on the media and journalists can be compiled through investigation. Most of the media have set up their own web pages where one can find information on the media and journalists covering specific fields. If this method proves to be unsuccessful for attaining certain information, we suggest contacting the media's contact number or the respective editorial office. However, it is necessary to keep the Adrema up to date and to modify it if necessary.

## **LIST OF MEDIA CONTACTS PER PARTNER - ADREMA**

To have a general overview of media related to our project each partner should organize their own adrema. The adrema is made in excel file named Adrema 1 draft 01 18 11, which is enclosed to this communication plan guide. The excel file has two sheets:

- electronic media (it is meant radio, TV, Internet) and
- printed media.

**To have all contact collected in one file please fill data in a file enclosed to this document.**

## **GUIDELINES FOR THE PRESS CONFERENCE**

A press conference is a perfect event convened by the organization, company, society, etc. for the purpose of presenting an innovation, a project, viewpoint, opinion, etc., to the public by means of the media.

All the media which are expected to publish the presentations of projects, viewpoints, opinions, etc. in mass media and thus communicate them to the general public must be invited to the press conference.

### **HOW TO CONVENE A PRESS CONFERENCE**

A press conference is convened based on the preparation of the press conference invitation. After designing the invitation it is sent to the media by means of the Adrema (e-mail addresses). The invitation must also be published on your web page (if you have one), possible proprietary newspapers and other media used for advertising. If there is sufficient time, certain journalists can be notified about the press conference by telephone and can be kindly invited to attend. This approach is substantially more personal. When the press conference is convened for the purpose of presenting something new, it is best to prepare some printed material which is then handed to the journalists at the press conference.

### **PRESS CONFERENCE INVITATION**

The press conference invitation must include the logo of the organization convening the press conference. The logo is usually located at the top (right or left hand corner or in the centre).

The title "Press Conference Invitation" must be inserted below the logo. The venue and time of the preparation of the invitation must be inserted under the title. This is followed by the text which must include the following information:

- the **NAME** of the institution convening the press conference,
- the **TIME** and **PLACE** of the press conference,
- the **PURPOSE** of the press conference and
- the **NAMES** of the **main speakers** at the press conference. The text must be followed by "*Kindly invited*" or "*Invited*". It is advisable to include the information of the contact person (name, address, e-mail address and telephone number) who is available for further information about the convened press conference at the end of the invitation. If the invitation is sent as an attachment (by e-mail) this information can be included in the e-mail message.

**Press Conference Invitation example template**

Logo of IEE

Logo of the project

**LOGO of the company**

**PRESS CONFERENCE INVITATION**

**TITLE of the conference**

Date of invitation:

TEXT  
TEXT

**KINDLY INVITED.**

---

Additional information: information of the contact person.



## Press conference example



### **PRESS CONFERENCE INVITATION** **Reduction in the number of farms in the water protection areas**

*Ljubljana, 9th April 2010*

At the press conference which will take place on Monday, **12 April 2010** at **12.00** in the conference hall at the **Hajdina Municipality**, Zg. Hajdina 44a, 2288 Hajdina, organized by the **Chamber of Agriculture and Forestry of Slovenia (KGZS)** in cooperation with the **Institute of Agriculture and Forestry (KGZ) Ptuj**, the **problems imposed on the farmers by the water protection measures** will be presented. **These measures endanger the existence of farms which are slowly disappearing from the areas in question.**

We will continue with the presentation of the **role of the Chamber of Agriculture and Forestry of Slovenia in an initiative "Let's clean up Slovenia in a day!"**, the Chamber of Agriculture and Forestry of Slovenia playing a partner role. The cleaning will take place on 17 April 2010.

The press conference will be concluded with a short presentation of **"Delicacies of Slovenian Farms"**. From 21 to 24 May 2010 the Minorite Monastery at Ptuj will hold the 21st national exhibition of 1,173 delicacies which have been entered for competition by the farms this year.

#### **The press conference will feature the following speakers:**

- **Ciril Smrkolj**, the President of the Chamber of Agriculture and Forestry of Slovenia
- **Peter Pribožič**, Agricultural and Forestry Institute Ptuj
- **Ivan Brodnjak**, Agricultural and Forestry Institute Ptuj
- **Milan Unuk**, the president of the Ptuj Regional Unit of the Chamber of Agriculture and Forestry of Slovenia
- **Marjan Dolenssek**, Agricultural and Forestry Institute Novo mesto,
- **Representatives of the organisers of the initiative "Let's clean up Slovenia"** (Ecologists Without Borders)

#### **KINDLY INVITED.**

---

Additional information: Chamber of Agriculture and Forestry of Slovenia  
Tatjana Vrbošek, PR department, tel: 01 5136 694, tatjana.vrbosek@kgzs.si

## **MATERIAL FOR THE JOURNALISTS**

It is very common that you give at the press conference to the journalists also a printed material. The material for the journalists includes detailed information on the projects, viewpoints and presentations of the organization. The press conference should not exceed one hour (journalists are always under a time constraint; therefore it is wise to take this into consideration). The details can therefore be revealed within the appropriately prepared material for the journalists.

The material for the journalists should include concrete examples, calculations, graphs, tables and explanations. For more extensive material add an index to make it clearer. The pages of the material must be numbered.

The first page must include the organization's logo, the title "Material for journalists", a possible subtitle (providing the direction for the journalists) and the date of the press conference. The content of the material can already be quoted on the first page.

The material for the journalists should be placed inside a folder which must be furnished with the organization's logo. The folder should also include other promotional material, such as leaflets, flyers, etc.

### **PRESS CONFERENCE INVITATION CHECK LIST**

You should answer "yes" to each question. If not, revise your invitation.

Has the invitation the IEE logo?

Has the invitation the EFFICIENT20 logo?

Has the invitation the PARTNER logo?

Has the invitation a TITLE?

Is it clearly stated the NAME of the institution convening the press conference?

Is it written WHERE and WHEN the press conference will take place?

Is the PURPOSE of the press conference clear?

Are the main speakers stated on the invitation?

Has the invitation information of the contact person?

## **PRESS RELEASE**

One of the key elements of public relations is the press release. It is a message emphasizing the elements which we wish to communicate to the media and consequently to the general public. The press release is usually sent to the media by means of the Adrema following a press conference, round table discussion, professional consultations or whenever we wish to address the public. The interest of every organization is that the press releases are published by as many media as possible. Press agencies play an important part at the publication of the press release; therefore it is very important that their addresses are included inside the Adrema.

### **PRESS RELEASE TEMPLATE**

The press release must include the logo of the organization (at the top right or left hand corner or in the centre). This is followed by the place and date of the preparation of the message. Below date is placed the highlighted text "PRESS RELEASE". This is followed by the main and (possible) subtitle. The title could be followed by highlighted text (so-called guiding principle) which should not exceed five lines (the main thought, standpoint, also statement, etc.). This is followed by the text including your standpoints, projects, innovations,... The press release should not be too long. Public relations representatives follow the rule that the press release should not exceed one typed page (or one and a half at the most). The contact person which is available for possible further information should be stated below the text.

### **THE CONTENT OF THE PRESS RELEASE**

The press release should be formatted according to the **inverted pyramid** style. This means that the **most important information is placed at the beginning** and then followed by less important information or explanations of key information which have already been stated at the beginning. The key interrogative words, which must be addressed in the public release, are: **who, what, where, to whom, when, why** and **how**.

**The press release must be formatted in an understandable, clear and unambiguous fashion. The press release must be free of any misleading information.**

**Press release example template**

Logo of IEE

Logo of the project

**LOGO of the company**

Date

**PRESS RELEASE**

**Main subtitle**

**Subtitle (if)**

**TEXT**

**TEXT**

---

Additional information: Contact details

## Press release example



Kmetijsko gozdarska zbornica Slovenije

29.10.2009

### PRESS RELEASE

#### The changes to the tax legislation must not further weaken the situation of farmers

***The Chamber of Agriculture and Forestry of Slovenia requests that the payments under the measures of the Common Agricultural Policy and state aid in 2010 are not subject to tax due to the extremely poor income situation of the farmers.***

Today, State Secretary at the Ministry of Finance **Mateja Vraničar** with associates, the President of the Chamber of Agriculture and Forestry **Ciril Smrkolj**, the President of the Farmers' Trade Union of Slovenia **Roman Žveglič** and **Branko Ravnik** and the General Director of the Agriculture Directorate at the Ministry of Agriculture, Forestry and Food had a meeting at the Ministry of Finance.

This meeting was the outcome of the meeting between the Prime Minister of the Republic of Slovenia, Borut Pahor and the Minister of Finance Franc Križanič, PhD, and the Minister of Agriculture, Forestry and Food, Dejan Židan which was held on 27 October at the Cabinet of the Prime Minister of the Republic of Slovenia.

At today's meeting, **tax issues** were addressed, namely the proposal of the Act Amending the Personal **Income Tax Act** and the proposal of the **Cadastral Income Tax**. **Ciril Smrkolj** and **Roman Žveglič** presented the key remarks and requirements for the legislation in question.

The President of the Chamber of Agriculture and Forestry of Slovenia, **Ciril Smrkolj**, requested that the payments under the measures of the Common Agricultural Policy and national aid in 2010 are not subject to tax due to the extremely poor income situation of the farmers. The Chamber of Agriculture and Forestry of Slovenia also requested that the modification of the Income Tax Act must be carried out together with the modification of the Cadastral Income Tax. **Smrkolj** and **Žveglič** both defended the standpoint that the new Cadastral Income Tax must reflect the realistic state of the plots of land. **Roman Žveglič** added that we are the only member of the European Union that considers the payments made within the measures of the Common Agricultural Policy as part of the taxable amount. He also emphasized that the proposed changes in the tax legislation also take into consideration the measures of the agricultural policy, as the farmer's income and not as the farm's income as it should. Both representatives of non-governmental agricultural organizations have drawn attention to the obsolescence of the official records which do not reflect the realistic condition of the land use. They requested that the competent authorities manage this matter systematically. The State Secretary Mateja Vraničar assured everyone that the Ministry of Finance would discuss the represented remarks and requests. The Chamber of Agriculture and Forestry of Slovenia, as well as the Farmers' Trade Union of Slovenia, both expressed their wish that their remarks would be taken into consideration as much as possible.

---

*Additional information: Chamber of Agriculture and Forestry of Slovenia, Public Relations Office, Phone: +386 (0)31 717 975, E-mail: [jerica.potocnik@kgzs.si](mailto:jerica.potocnik@kgzs.si)*

**13.01.11**

**PRESS RELEASE**

**COPA-COGECA WARNS NEW EU REPORT SHOWS SHARP LOSS IN MARKET SHARES IN MEAT SECTOR IN THE FUTURE**

Copa-Cogeca warned today of a new EU Commission report on medium-term prospects for agricultural markets which shows a sharp decline in EU market shares in the meat sector, partly as a result of costly EU regulations.

Copa-Cogeca Secretary-General Pekka Pesonen stressed "The Commission's latest report on medium-term prospects for agricultural markets reveals that the EU will lose market shares and competitiveness by 2020, due to a strengthening of the euro and costly EU regulations. Meat exports will decline even further by almost 23% by 2020. Whilst imports, which do not have to meet the same high standards as those in the EU, are predicted to increase by as much as 14%. In particular, meat imports will rise from the Latin American Trade bloc Mercosur which uses growth promoters in its production which are not used in the EU and has poor animal traceability. The report also warns that EU output will remain under its full potential in all sectors as farmers will continue to be squeezed by high production costs which will limit the profitability of production. This is totally unacceptable".

"The EU agriculture sector plays a vital role in providing jobs in rural areas, with an estimated one in six jobs dependent upon agricultural production in the EU. But production is falling sharply in many sectors, especially the meat sector, and employment has declined by as much as 25% between 2000 and 2009", he added.

"Greater weight must be put under the CAP to strengthening the economic production role of EU farmers, in a way that maintains employment and the economic viability of rural areas. Costs cannot be raised further or EU farmers will lose more and more market shares. Moreover, outsourcing our production abroad would go against the objective of "sustainable growth" and the EU commitments to reduce greenhouse gas emissions as well as cause deforestation and environmental damage in non-EU countries. A competitive agri-food sector is crucial in the future to ensure food security and to meet the projected doubling in world food demand. The EU agriculture budget and direct payments to farmers must consequently at least be maintained", he stressed.

For further information, please contact:

Pekka Pesonen  
Secretary- General

Copa-Cogeca  
[WWW.copa-cogeca.eu](http://WWW.copa-cogeca.eu)

Amanda Cheesley  
Press Officer  
Copa-Cogeca

Tel. : + 32 (0)2 287 27 90  
Mobile +32 (0) 474 84 08 36

[Amanda.cheesley@copa-cogeca.eu](mailto:Amanda.cheesley@copa-cogeca.eu)

### **PRESS RELEASE CHECK LIST**

You should answer "yes" to each question. If not, revise your invitation.

Has the press release the IEE logo?

Has the press release the EFFICIENT20 logo?

Has the press release the PARTNER logo?

Has the press release DATE ?

Has the press release TITLE?

Is the message of the press release clear?

Has the invitation information of the contact person?

### **ROUND TABLE**

If you wish to present to the public a new project, you can also organize a round table discussion. The round table is designated for the press and general public (and all interested parties). The round table should feature experts from the project-related field and who can best explain the purpose of the project and its positive effects. It is necessary to engage a moderator who will be able to skilfully moderate the round table. The round table can also feature PowerPoint presentations and videos. This would attract the audience's attention.

A discussion with the present audience should follow the presentation at the round table. This allows you to immediately obtain any feedback and resolve any ambiguities right then and there.