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## Support to the DCFTA Process in the Republic of Moldova

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# Annex 13: DCFTA Communication Plan



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# COMMUNICATION PLAN

FOR THE MINISTRY OF ECONOMY OF THE REPUBLIC OF MOLDOVA

WITH THE VIEW OF IMPLEMENTING THE DEEP AND COMPREHENSIVE FREE TRADE AGREEMENT



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## Contents

1. INTRODUCTION .....	3
2. THE APPROACH TO ACHIEVE EFFECTIVE COMMUNICATION.....	4
3. THE PROPOSED COMMUNICATION PLAN.....	7
4. MONITORING AND EVALUATION OF THE COMMUNICATION PLAN .....	19
<b>ANNEX: Common Questions to be Answered in the context of Dissemination Planning .....</b>	<b>20</b>



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### 1. INTRODUCTION

The Association Agreement marks, unquestionably, a new higher quality level in bilateral relations between the Republic of Moldova and the European Union. This will allow a wider opening of the European market for Moldovan products and will involve a comprehensive process of modernization of state institutions and will contribute to improving the welfare of the country. A central provision of the Association Agreement is the creation of the Deep and Comprehensive Free Trade Area (DCFTA) with the EU involving mutual elimination of barriers to bilateral trade. DCFTA advantages are related to increased access of Moldovan producers on the EU market, but also in other markets as Community standards are recognized worldwide. However, the liberalization of imports will increase competition on the Moldovan internal market, which ultimately will help reduce prices and increase the diversity and quality of products. Along with the improvement of investment attractiveness, welfare and the competitiveness of Moldovan economy will increase.

A new stage began with the entry into force of the Association Agreement on September 1, 2014, accompanied by new challenges and opportunities for the Republic of Moldova. In this regard, the EU-funded project "Support to the DCFTA process in the Republic of Moldova" together with the Ministry of Economy (MoE), responsible of the overall implementation of the DCFTA, has prepared this communication plan in order to disseminate information to a number of identified target groups on the implementation of DCFTA: challenges, opportunities, strengths and weaknesses.

The experience of the literature concerning dissemination activities lead to the perception that, to be effective, they need to have the following characteristics:

- Be oriented toward the needs of the users, incorporating the types and levels of information needed into the forms and language preferred by them;
- Use various dissemination methods, including written information, electronic media, and person-to-person contact;
- Include both proactive and reactive dissemination channels - that is, include information that users have identified as important, as well as information that users may not know to request but they are likely to need;
- recognize and provide for the "flow" of the four levels of dissemination that have been identified as leading to better utilization of the service, i.e.: spread of information, exchange, choice, and implementation;
- draw upon existing resources, relationships, and networks to the maximum extent possible while building new resources as needed;
- include effective quality control mechanisms to assure that information to be disseminated is accurate, relevant, and representative;
- include sufficient information so that the user can determine the basic principles underlying specific practices and the settings in which these practices may be used most productively.

The present report is structured as follows: (a) Section 2 presents the methodological approach to develop an effective communication and dissemination mechanism; (b) Then, in section 3 the specific dissemination plan is developed, including: (i) its scope and overall objectives, (ii) key stakeholders and their information needs, (iii) information areas, means and methods to be used to achieve the dissemination objectives. The section concludes with a schedule that covers its implementation period of 12 months; after that period,



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EuropeAid/132101/C/SER/MD



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dissemination activities may be reviewed and adjusted as necessary. Final section presents monitoring and evaluation mechanism.

Finally, in the Annex, common questions to be answered in the context of Dissemination Planning are presented.

## 2. THE APPROACH TO ACHIEVE EFFECTIVE COMMUNICATION

Below the methodological steps are presented, which, according to good practice, should be considered in order to design and adopt an effective communication and dissemination mechanism.

### **Step 1: Set clearly defined Objectives**

Concentrate on setting out one or two (certainly no more than three) objectives for the challenge at hand. The following questions may help to identify such objectives:

- What the communication and dissemination efforts should achieve?
- What will be different as a result if communication and dissemination activities are effective?
- How will the dissemination efforts change people's awareness, knowledge, attitudes or behaviors about the issues which will be communicated?

### **Step 2: Identify, prioritize and get to know the Target Groups/ Audience(s)**

*"In order to achieve our objectives, to whom we need to speak or communicate with?"* Often, this question is relatively clear from the objectives, but in any case all efforts should be made to define the target audience as precisely as possible. For example, country's population (potential beneficiaries of DCFTA) might be an audience. But do we really mean all population? Or do we really mean business community and professionals? Or even better, do we mean professional organizations at national and local/raion levels?

Once the list of audiences is identified, next question refers to *"which among them are the most important?"* Taking into consideration that resources (human and financial) are limited, prioritization of audiences is necessary. Which audiences are most critical to achieve campaign's objective? Which audiences will have the most powerful impact on the campaign's ultimate goal?

When the list of audiences is ready, then details on audiences should be collected. What are their biases and backgrounds? What are their values? How do they perceive the specific issue which is to be communicated to them? Are there other related issues that they are interested in?

Taking into consideration another aspect, when it comes to develop a *"community outreach plan"* (as in the present case) it helps to consider three different categories of audiences:

- Tier 1 decision-makers, government officials, rayons leaders, mayors who should understand the importance of the communicated message and support activities (in many cases are responsible for the allocation of financial resources) for its implementation.
- Tier 2 influencers are business representatives organizations, civic society organizations etc who may influence and shape the opinions of Tier 1.



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EuropeAid/132101/C/SER/MD



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- Tier 3 members are more focused on their personal interests than on broader group interests. They are the final recipients of the message, and members of organizations led by Tier 2 influencers.

### **Step 3: Create strong, clear messages and pick up a relevant persuasive strategy**

A message is a statement. A message or set of messages can serve as a building block for all communications (e.g., speeches, presentations, work with the media). To develop the message, one should think about the communication objectives and audiences to be targeted. What we should say to these audiences to inform them, convince them, to move them to action in the service of the communication plan objectives? The key message consists of facts, arguments and beliefs that people must understand and accept. It is often helpful to develop a key message, appropriate for many or all audiences; then, sub-messages can be needed to be communicated in particular groups.

Finally, when possible, these messages should be tested with sub-sets of the target audience. This does not require the use of formal focus groups; but communicating the messages in informal conversations, social/professional settings, etc. can give some feedback on whether the language makes sense to people and whether it has a chance of educating or influencing the intended audiences.

Regarding persuasive strategy, a communication plan needs to consider the following four elements of *persuasion*:

- Source Characteristics: The persuasiveness of a statement may depend less on what is said than on who is saying it. The plan should therefore take into account not just what is going to be said but who is going to say it.
- Message Characteristics: When the validity of an argument is determined by message characteristics, it is the context of the message, not the content, that dictates its persuasiveness. Messages that contain numbers, appropriate jargon, or seem contrary to self-interest are often deemed to be valid without more careful analysis of the contents.
- Audience Characteristics: General public (citizens) who do not have the interest or ability to independently review the merits of specific arguments often assume that “everyone else” has done so and that therefore they can rely on other people’s opinions. The popularity of a proposal is conclusive proof that it’s a good idea, and vice versa.
- Channel Characteristics: Many people will evaluate the soundness of an argument by looking at the communication tool used to convey the message. Communication vehicles should be picked carefully.

### **Step 4: Develop high-impact Vehicles to audiences**

Communication vehicles represent a wide range of mechanisms that carry what one wants to say to whom she/he wants to say it. Vehicles include, but are not limited, to one-on-one conversations, small group presentations, speeches, e-mails, newsletters, leaflets, Web sites, use of local media, and more general media outreach as well. A plethora of useful vehicles may be identified. Again, one should think hard about the relatively limited resources available and decide on the following: (a) which vehicles are the most influential on the target audiences? (b) which are most leveraged across audiences? (c) which communication activities are already conducted that might be amplified for greater impact? (d) what activities may be used in order to find outside funding?



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EuropeAid/132101/C/SER/MD



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### **Step 5: Design and implement Evaluation mechanisms**

Too often in communication, people do not assign sufficient effort in evaluating what is working and how. Setting measurable objectives is an important first step. Also important is to match the resources required to measure the progress with the scope and size of the campaign at hand. Exhaustive qualitative evaluation may not be necessary. However, strategic, systematic, and low-impact data collection (e.g. through phone conversations, evaluations at meetings, brief e-mail surveys) can provide both a baseline understanding of an audience's awareness as well as any changes in that understanding over time.



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EuropeAid/132101/C/SER/MD



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### 3. THE PROPOSED COMMUNICATION PLAN

#### 3.1. Objective

The Communication Plan for 2015 aims at ensuring a flow of information that will help to provide mainly the Moldovan business and professional community, the general public (including CSOs) and other relevant stakeholders with reliable information concerning the benefits stemming from the DCFTA implementation.

Objective: Provision of information and sensitisation on the implementation of DCFTA: challenges, opportunities, strengths and weaknesses (advantages related to this process and the commitments that Moldova has undertaken in this respect).

#### 3.2. Target Groups

To achieve this objective, the following groups should be targeted:

Group 1: Central and Local Public Authorities (government decision-makers, Local Public Administration (LPA), mayors - Provision of qualitative and quantitative information about approximated legal acts, EU best practices, the role of institutions and civil servants in implementing new legal acts and new standards, etc.

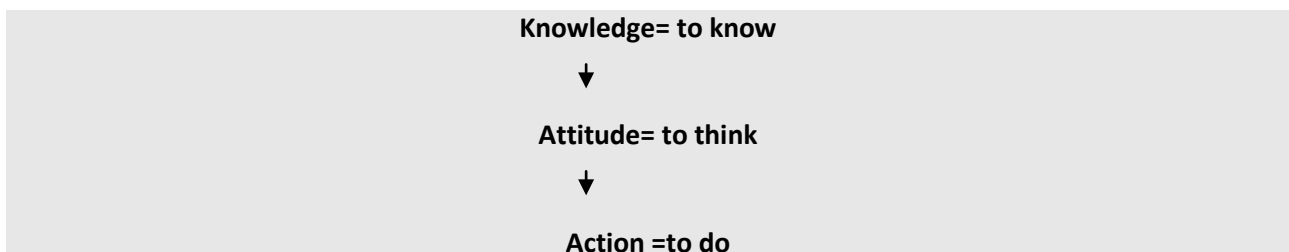
Group 2: Professional groups including business networks, economic agents, professional organizations, related non-governmental organizations - Provision of information on the benefits of the implementation of the DCFTA (e.g. Brochures, regional seminars for professionals, roundtables with NGOs, website, social media, etc).

Group 3: General Public and Civil Society Organisations (CSOs) - Promotion of DCFTA benefits and challenges (e.g. TV spots, infographics, brochures, etc). Specific focus should be paid to marginalized categories of people from across the country with limited access to information.

Finally, information should be provided to mass media representatives on the benefits of the implementation of the DCFTA (e.g. Press releases, press conferences, website, social media).

Each stakeholder group has different information needs and consideration will have to be given to identify the best methods of communicating with them. The role of the media is also very important. Each group will be targeted through relevant measures to achieve the expected result.

There will be three impact levels on each target group:







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## Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



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Details on the impact levels for each target group are presented below.

### ✓ **Target Group 1: Central and local public authorities**

**To know:** “Public beneficiaries” will have good knowledge of the consequences of implementation of the DCFTA/Association Agreement and their role and responsibilities as to be able to fulfill the requirements for the adoption of the Acquis Communautaire.

**To think:** The question here is how to be able to better support the harmonization process. In case of specific legal acts to be aligned, operational capacity and the amount of disseminated information will be increased on the specific topics.

**To do:** Effective participation and action of relevant representatives to activities targeting this group and related awareness raising activities shall be enhanced (see Table 1 below).

For this group of stakeholders, information activities should be organized in a way that provides practical insight into the reform of the legislative framework and the benefits for the users. Since the changes could lead to resistance, it is important to establish a 2- ways communication so that all questions can be answered directly to the stakeholders of this group.

### ✓ **Target Group 2: Business actors/professionals**

**To know:** Business actors shall know about the opportunities provided through DCFTA and the advantages of free movement of goods and services. They shall recognize that DCFTA carries financial benefits but also challenges exist. They shall be aware of their role in EU alignment (DCFTA enforcement, standards etc) and act accordingly with investments if necessary to enhance capabilities and competitiveness.

**To think:** Business actors, mainly SMEs and SMes representatives, should understand that they should be continuously informed on their role in EU alignment and the resulting free movement of goods and services. Industrial unions, industrial zones administration, chambers of commerce and trade should understand that they should act as key drivers in raising awareness of SMEs on the importance of DCFTA and the benefits coming out of the free movement of goods within the EU.

**To do:** Business actors should attend seminars, workshops, round-tables and other sessions on the industry’s role in EU alignment and be in line with continuous alignment. Industrial unions should support the alignment process and enforcement of standards and participate in informative sessions.

### ✓ **Target Group 3: The public in general**

**To know:** The public (including CSOs) should know about the benefits they could have through AA and DCFTA implementation. They should be aware of advantages and challenges; they should also have brief information about these and also on the current status of implementation of the Action Plan.

**To think:** The civil society organizations (CSOs) should recognize their role and act as a link between the public and the policy makers regarding information dissemination. The general public should take advantage of information sessions, hand-books, TV-radio broadcasts, brochures, to increase their knowledge on their rights and relevant issues.

**To do:** NGOs should support seminars, activities and events through public announcements. Their representatives (as well as independent general public) should attend appropriate events.

The above analysis is depicted in Table 1 next page.



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## Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



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**Table 1: Target Audiences, objectives and impact**

Target Audience	Communication objective	Impact
<p><b>All target groups</b>  <b>(Group 1: Central and local public authorities</b>  <b>Group 2: Business/ professionals,</b>  <b>Group 3: General Public, CSOs)</b></p>	<ul style="list-style-type: none"> <li>- Wide dissemination of benefits from DCFTA implementation</li> <li>- Clear and detailed information on the progress of implementation</li> <li>- Categorization of the information and use of the appropriate information channel according to target group</li> </ul>	<ul style="list-style-type: none"> <li>- Increased support for implementation of the Agreement</li> <li>- Initiated interest for additional Information</li> <li>- Enhanced participation in the implementation</li> </ul>
<p><b>Group 2: Business actors/professionals</b></p>	<ul style="list-style-type: none"> <li>- Clear and detailed information on the AA and DCFTA progress of implementation, duties and responsibilities of actors and new opportunities arising</li> <li>- Mobilisation for the exploitation of results and benefits from the implementation</li> <li>-Promotion of positive impacts out of the agreements' implementation</li> </ul>	<ul style="list-style-type: none"> <li>- Enhanced participation in the implementation process</li> <li>- Use of <u>the media</u> as "multipliers" for information dissemination</li> </ul>
<p><b>Group 3: General Public/CSOs</b></p>	<ul style="list-style-type: none"> <li>- Better understanding of the Agreement</li> <li>- View results and benefits of the implementation</li> <li>- Better understanding of rights and entitlements</li> </ul>	<ul style="list-style-type: none"> <li>- Increased awareness on rights and entitlements</li> <li>- Growing "positive image" around the benefits of the DCFTA implementation</li> </ul>



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## Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



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### 3.3. Messages and Vehicles

A wide variety of communication vehicles may be used for dissemination of DCFTA, including the DCFTA website, national and raion TV (based on the financial means available), publications, workshops/seminars/round-tables etc.

Messages and material on the subject will be communicated to different target groups through selected media: audio, visual, press and internet. More precisely:

**(A) Media Campaigns:** Media campaigns should be used to increase awareness at general public as well as business level. Video reportages with success stories, infographs may also be used. Radio and TV spots may be used selectively (or not be used at all) according to financial resources to communicate the vision and the content of the DCFTA.

Also, good media relations are essential for “multiplication” of dissemination activities. The MoE as the Coordinator of DCFTA implementation, should keep contacts with journalists (working in newspapers as well as TV/radio channels) and continuously informed them on developments (general, on AA implementation, and specific, on specific DCFTA matters). Public authorities at raion level should keep contacts with local newspapers/TV channels.

**(B) Events:** Briefings, conferences, round tables, workshops, fora with targeted participation of stakeholders as described below:

- Regional and local authorities to get: (a) deeper understanding on the business consequences of the DCFTA; (b) awareness raising regarding the social impact of its implementation;
- Networks of beneficiaries’ organizations and relevant CSOs in order to increase awareness raising within Target Groups 2 and 3 (see section 3.2 above).

**(C) Publications:** Both electronic and printed publications to disseminate information, to inform on opportunities and activities, to promote awareness etc. Some specialized thematic literature can be developed and produced; this literature will be dedicated to specific questions in the sphere of implementation of DCFTA, and may provide some useful or limited in access information.

**(D) Communication tools and material:** To ensure the efficient visibility and dissemination of events as well as of other dissemination actions, a well-considered set of communication tools should be worked out, such as:

- The DCFTA internet web-page,
- Printed material. Leaflets, posters, banners, newsletters will be produced representing short information about DCFTA. More detailed information can be designed in a form of a brochure. Press releases will be produced and distributed whenever needed in order to promote DCFTA within the representative of media.

**(E) Visual Identity:** It is recommended to design a specific logo which will be used for all dissemination events related to DCFTA. This will promote public’s awareness on the subject and make the communication activities even more recognisable. When designed and approved – this logo should be used in all types of communication tools and visibility materials. **MoE visual identity** should be clearly articulated and



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## Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



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communicated through media to enhance recognition on its role for DCFTA implementation, including the role of DCFTA Unit in MoE.

The possibility of increasing of the awareness and dissemination actions impact through the **cooperation with press-centers of major stakeholders** should also be carefully examined.

Finally, it is advisable to set a **communication mechanism** between government communication experts, EUD communication expert, DCFTA project communication expert and the relevant members of the DCFTA Division in the MoE to organize and coordinate communication activities.

The table below provides an overview of the target groups, communication strategies and concrete awareness raising measures that will be deployed in the course of the program implementation. All events will be organized and conducted according to the EU visibility rules and guidelines.



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### 3.4. Summary of dissemination activities

(**Key driver** (KD) is the target group/organization which has the main responsibility for the implementation of the corresponding dissemination activity)

**vv**: major target group; **v**: target group

MECHANISM/ VEHICLE	TARGET AUDIENCES				OBJECTIVE/CONTENT	INDICATIVE BUDGET (EUR)
	Public Authorities	Business Organisations	General Public	Mass Media		
<b>A. MEDIA CAMPAIGNS</b>						
Press Interviews with local TV companies and newspapers on DCFTA implementation	v Key driver (KD): MoE	v	v	v	Inform on the AA and DCFTA objectives and content, create interest, enhance awareness on DCFTA at raion level	10 x 450 = 4,500
Press Interviews at national level on specific DCFTA achievements	v Key driver: MoE	v	v	vv	Attract media and create interest  Inform on specific achievements of DCFTA implementation, create interest, enhance awareness,	10 x 500 = 5,000
Video spots on social media	KD: MoE	vv	v		Inform on success business stories related to DCFTA and EU financing, create interest on business opportunities	7,000
TV spots at local level (to be considered)	KD: MoE, Local administrations	v	vv		Communicate the vision and the content of the DCFTA and its results, the role of the State and the benefit to be derived for the businesses and the public as a whole. Attract media and create interest. Enhance awareness on DCFTA, reinforce image and credibility	(to be considered)



# Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



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Radio –spots at local level <b>(to be considered)</b>	KD: MoE, Local administrations	√	√√			<b>(to be considered)</b>
<b>B. EVENTS</b>						
Four Workshops/ Round-tables at Regional level on DCFTA implementation	√ Key driver: MoE, Local Administrations	√√		√	Create awareness, disseminate information on implementation of the DCFTA, problem solving	4 x 2,500 = 10,000
Workshop on Impact Assessment of the DCFTA	Key driver: MoE	√√	√	√	Inform on impact and benefits from DCFTA implementation	3.000
Workshops on the Transposition of 3 New Approach Directives (one workshop per Directive)	√ Key driver: MoE	√√			Inform business society and professional groups, clarifying technical requirements	3 x 3,000 = 9,000
Workshop on e-commerce	√ Key driver: MoE	√√	√		Inform business groups and civic society representatives on new developments regarding e-commerce legislation	3,000
Workshop on electronic communications services	√ Key driver: MoE	√√	√		Inform business groups and civic society representatives on new developments on electronic communication services legislation	3,000
Workshop on Market Surveillance and Consumer Protection	√ Key driver: MoE	√	√√	√	Communicate consumer protection NGOs, other civic organizations and business representatives on new developments in the field	3,000
Workshop on acceding the Pan Euro Med Convention	√ Key driver: MoE	√√	√		Inform on impact and benefits from accessing the PanEuroMed Convention	3,000



# Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



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Workshop on COSME	✓ Key driver: MoE	✓✓		✓	Inform SMEs representatives on the possibility of getting finance through COSME and requirements for participation	3,000
Workshop on cross-cutting issues (e.g. migration)	✓ Key driver: MoE	✓✓			Inform business society on new developments regarding business migration	3,000
Three horizontal round-tables on DCFTA implementation (to be specified)	Key driver: MoE	✓✓	✓✓	✓✓	Disseminate information on the progress and interim results of the DCFTA implementation to be used as key communication tool with major stakeholders	3 x 3,000 = 9,000
DCFTA Web-site launch event	✓ Key driver: MoE	✓✓	✓	✓	Inform the business representatives and the civil society on the type of information to be found in the web-site	3,000
<b>C. PUBLICATIONS</b>						
Two exporter guides (one in industry, one in agriculture)	Key driver: MoE	✓✓		✓	Support DCFTA implementation, disseminate information of interest for specific target audience	2 X 1,500 = 3,000
Directory of programs and projects concerning DCFTA in Moldova (400 copies)	✓ Key driver: MoE	✓✓	✓	✓		400 x 200 = 8,000
Hand-books on six selected EU Directives to update those in CLA (100 copies)	✓✓ Key driver: CLA	✓				6 X 100X10 = 6,000
Three other publications (to be specified)	✓ Key driver: MoE	✓	✓	Key driver: NGOs		3 X 1,000 = 3,000



## Support to the DCFTA Process in the Republic of Moldova

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### D. COMMUNICATION TOOLS

<b>DCFTA Website updating</b>	√ Key driver: MoE	√√	√		Inform on progress of the DCFTA implementation, create confidence of results, increase awareness, disseminate information and good practice, motivate discussions and exploit opportunities	1,000
<b>Face-book page for DCFTA website</b>	Key driver: MoE	√√	√√	√	Maintain a constant contact with users through posting latest information from the web-site	700
<b>Nine Brochures on DCFTA implementation on different topics</b>	Key driver: MoE	√√	√	√	Communicate implementation progress on specific subjects to selected target groups	9 x 1,000 = 9,000
<b>Leaflets</b>	Key driver: MoE	√	√		Communicate implementation progress, contact with target group, attracting media	1,000
<b>Press Releases</b>	Key driver: MoE	√	√	√√	Inform on recent development of the DCFTA, mobilizing media, get contact with specific audiences depending on the subject, create interest	1,000





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**E. VISUAL IDENTITY.**

<ul style="list-style-type: none"> <li>- Logo in Rom/Rus/Eng</li> <li>- Letterheads in Rom/Rus/Eng</li> <li>- Templates for official greetings, folders and envelopes</li> <li>- Templates multimedia presentations</li> <li>- Banners</li> <li>- Pens and memory sticks with the logo of the MoE</li> </ul>	<p>Key driver: MoE</p> <p>√√</p>				<div style="border: 1px solid black; padding: 5px; width: fit-content; margin: auto;"> <p>Enhance recognition of the MoE, create image, increase reliability</p> </div>	<p>4,000</p>
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## 3.5. Time Schedule

The table below presents communication, awareness raising and capacity building activities for 2015.

Activity	June 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2015	February 2015	March 2015	April 2015	May 2015
Press Interviews at national level on specific DCFTA achievements	x	x	x	x	x	x	x	x	x	x	x	x
Press Interviews with local TV companies and newspapers on DCFTA implementation	x	x	x	x	x	x	x	x	x	x	x	x
Video spots on social media				x				x			x	
TV spots at local level (to be considered)				x		x			x			x
Radio –spots at local level (to be considered)		x		x		x		x		x		x
Four Workshops/ Round-tables at Regional level on DCFTA implementation				x		x		x		x		
Workshop on Impact Assessment of the DCFTA					x							
Workshops on the Transposition of 3 New Approach Directives (one workshop per Directive)					x	x	x					



# Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



This project is funded by the EU

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Activity	June 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2016	February 2016	March 2016	April 2016	May 2016
Workshop on e-commerce				X								
Workshop on electronic communications services					X							
Workshop on Market Surveillance and Consumer Protection					X							
Workshop on acceding the Pan Euro Med Convention						X						
Workshop on COSME				X								
Workshop on cross-cutting issues (e.g. migration)					X							
Three horizontal round-tables on DCFTA implementation (to be specified)				X		X			X			
DCFTA Web-site launch event		X										
Two exporter guides (one in industry, one in agriculture)				X						X		
Directory of programs and projects concerning DCFTA in Moldova (400 copies)		X										
Hand-books on six selected EU Directives to update those in CLA (100 copies)				X	X	X	X	X	X	X	X	X



## Support to the DCFTA Process in the Republic of Moldova

EuropeAid/132101/C/SER/MD



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Activity	June 2015	July 2015	August 2015	September 2015	October 2015	November 2015	December 2015	January 2015	February 2015	March 2015	April 2015	May 2015
Three other publications (to be specified)				X		X			X			
DCFTA Website updating	X	X	X	X	X	X	X	X	X	X	X	X
Face-book page for DCFTA website				X	X	X	X	X	X	X	X	X
Nine Brochures on DCFTA implementation on different topics				X	X	X	X	X	X	X	X	X
Leaflets		X	X	X	X	X	X	X	X	X	X	X
Press Releases		X	X	X	X	X	X	X	X	X	X	X
MoE Visual Identity	X	X	X	X	X	X	X	X	X	X	X	X



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This project is implemented by the European Profiles led Consortium

### 4. MONITORING AND EVALUATION OF THE COMMUNICATION PLAN

The assessment of results shall entail the achieving of the communication plan specific objectives as a result of the communication activity. The evaluation of the activities should be both quantitative and qualitative.

As for the evaluation of the activities listed in this communication plan, the following quantitative indicators will be taken into consideration:

- Number of organized workshops and round tables, as well as number of participants:  
Keep track of participants' lists and contacts (including journalists). Prepare focus groups, a questionnaire for feedback or conduct a brief online survey after event.
- Number of press releases/conferences:  
Compile an archive including press clippings, screenshots of websites, radio and TV shows that mentioned the Deep and Comprehensive Free Trade Agreement.
- Number of printed materials:  
Keep track of who received our publications (distribution lists) and the number of publications disseminated. Get feedback through surveys or focus groups.
- Number of users on website:  
Monitor the website hits in connection with certain events, after having sent out a press release, social media activities etc.

Referring to the **qualitative indicators**, an assessment of the activities will be the perception of DCFTA trade regime in the society with reference to professional groups as well as general public. The assessment can be done through a nationwide sociological questionnaire on a representative sample.

Based on the research analysis results, it will be determined the impact of the communication actions reached by the target audience and level of awareness related to the DCFTA among Moldovan population.



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### ANNEX: Common Questions to be Answered in the context of Dissemination Planning

#### A. Goals

- What effect is the dissemination effort aimed at producing?
- What group or groups will these efforts benefit?
- In what ways will the group or groups benefit from these efforts?

#### B. Objectives

- In terms of each goal, what major areas of accomplishments will be required?
- In terms of each major area of accomplishment, what quantity and/or quality will be required for success?

#### C. Users/ Target Audiences

- Is the dissemination plan clearly related to specific intended groups of "users" or beneficiaries?
- Do different dissemination outcomes for targeted primary and/or secondary (if applicable) user group(s) exist?
- Is there any collaboration with identified intended user group(s) to determine dissemination goals and activities?
- What needs assessment data exist to identify the extent of motivation or readiness of the intended user group(s) to access information disseminated to them through the plan?
- Is the dissemination strategy directly targeted to intended users by name?
- Are intended user group(s) known well enough so as to be able to describe such dissemination-related characteristics as:
  - average reading/comprehension level,
  - dominant language,
  - level/scope of desired information, and
  - accessibility requirements?
  - ....

#### D. Content

- Is the reading/comprehension level required to understand the communication message matched to the characteristics of the intended user groups?
- Does the content of information match the expressed informational needs of the intended user groups?
- Are examples or demonstrations of how to use the message as well as the implications of use of the message provided?
- Is the content reviewed to assure accuracy and relevance?
- Have the user group(s) been involved in developing the content and in field-testing it as well as in the revision of the information communicated?
- Is the information available in languages that are dominant among the intended user group(s)?



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### E. Source(s)

- Is the organization launching the dissemination campaign perceived by user groups as an active information dissemination source?
- Would collaborating with another organization, association or institution for dissemination purposes, strengthen the credibility and receptivity for the information presently communicated?
- Do users regard the organization which launches the information campaign as highly knowledgeable resource in the campaign topical area?
- Is it possible to collaborate with any other organization(s) or association(s) in order to use their current information networks and vehicles reaching one or more of the targeted audiences?

### F. Media

- What resources, knowledge, and information are needed by the intended user to understand and apply the message of the communication campaign?
- Does the content include "real" examples and illustrations that are easily communicated to "non-technical" user group(s)?
- How does each dissemination format and mode used or planned to use reach the target audience(s)?
- Are media channels that are currently reaching the target audience(s) used in the communication campaign?

### G. Success

- Are user groups sampled regarding information previously received so as to determine their satisfaction with the communication style, content of message, and accessibility?
- Does the campaign design clearly describe measurable outcomes to assess impact/use by each user group?
- Is the impact of the dissemination activities evaluated (usually annually) in terms of both process and outcome measures?
- Are past dissemination impact evaluation data used to guide new plans for dissemination?

### H. Access

- Is information provided when necessary in alternate formats that are accessible to all members of the intended user group(s)?
- Are requests for information shared and allowed through multiple means, for example, telephone, fax, mail, e-mail, and other modes upon request?
- Does a needs' assessment to determine users' general accessibility requirements exist?
- Is information to users provided through channels (visual, auditory, etc.) they prefer?
- Is information delivered directly to intended users?
- Is information available through the Internet?
- How will disseminated information be evaluated by users in terms of its ease of use?
- Does the dissemination plan describe a strategy to conduct personal follow-up with users to assess customer satisfaction and usefulness?



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### I. Availability

- Which activities are planned in order to inform targeted group(s) about the availability of information?
- Is there among users awareness of availability of the information to be disseminated in alternate formats and through a variety of modes or channels?

### J. Barriers

- Has a representative sample of the intended user groups been meaningfully involved in planning, implementing, and evaluating dissemination activities?
- Does the plan bring the dissemination campaign organizer into frequent personal dialogue with members of the intended user group(s)?
- Is periodic feedback provided to the various user groups regarding the dissemination-related impact evaluation data?
- Are the various dissemination-related strategies that may have been used measured against their cost-effectiveness?
- Has an assessment been conducted (within the last two years) of the intended/actual user groups' perceived information needs?
- Is the amount of information included in the dissemination campaign responsive to expressed "technical" information needs of the user groups?
- Is information made available in any alternate format requested by individual users?
- Does the dissemination strategy include opportunities for person-to-person contact with users?
- Are sample methods periodically used to determine the manner in which users learn about the availability of the information?
- Do the staff engaged in discussions with user groups have both technical knowledge and effective communication skills related to the dissemination goals?