

Pielikums  
Iekšlietu ministrijas  
2020.gada 31. marta  
rīkojumam Nr. 1-12/397

## **Communication Plan for the European Economic Area Financial Mechanism Programme “International Police Cooperation and Combating Crime” for the period 2014-2021**

### **1. STRATEGIC OVERVIEW**

The Ministry of Interior of the Republic of Latvia (hereinafter – MoI) is the Programme *International Police Cooperation and Combating Crime* (hereinafter – Programme) Operator.

In the framework of the Programme six pre-defined projects will be implemented:

1. Promoting cooperation between law enforcement authorities in preventing and combating economic crime in Latvia;
2. Preventing and combating economic crime at the Border Crossing Point “Terehova”;
3. Support for establishment of whistle-blowing system in Latvia;
4. Support to the State Police for increasing effectiveness and quality of the economic crime investigations in Latvia;
5. Improvement of employees’ knowledge in combating money laundering in Latvia;
6. Support for Barnahus implementation in Latvia.

The communication plan aims is to identify communication activities, to inform the public about purpose, impact and opportunities within the European Economic Area (hereafter – EEA) Financial Mechanism Programme.

Communication activities that will be implemented in line with the needs of target audience aim is to raise transparency and public awareness, identifying the overall impact of the implementation of the Programme, creating cooperation opportunities with the authorities of the donor countries, and supporting the overall objectives of the EEA Financial Mechanism:

- (a) to contribute to the reduction of socioeconomic disparities in EEA countries;
- (b) to strengthen bilateral relations between donor countries and Latvia.

The target groups of the Programme shall be the state institutions related to the Programme area.

Programme communication activities shall be organised and implemented by the Programme Operator.

### **2. ANALYSIS OF THE SITUATION (SWOT)**

<b>STRENGTHS</b>	<b>WEAKNESS</b>
<ul style="list-style-type: none"><li>✓ The general opinion of the public on the support provided by the EEA Financial Mechanism to Latvia is positive</li><li>✓ Experience in implementing the EEA Financial Mechanism since 2004</li></ul>	<ul style="list-style-type: none"><li>✓ Low media interest in positive news</li><li>✓ Low public interest in financial instruments and the results achieved through them</li></ul>

<ul style="list-style-type: none"> <li>✓ Successful cooperation with the Norwegian Embassy</li> </ul>	<ul style="list-style-type: none"> <li>✓ Limited budget for the implementation of the communication activities of the EEA Financial Mechanism</li> <li>✓ Limited number of employees for communication activities</li> <li>✓ Difficult communication topics</li> </ul>
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> <li>✓ Enhanced cooperation between beneficiaries for communication activities</li> <li>✓ Collaboration with the Financial Mechanism Office for capacity building</li> <li>✓ Creating effective, unified and well-managed communication tools, managed jointly by the Responsible Authority and the Programme Operator (e.g. EEA website, unified social media networks)</li> <li>✓ Increased public awareness of EEA financial instruments</li> <li>✓ Participation in the LAMPA conversation festival (discussions on topical issues within the EEA Financial Mechanism, including representatives of donor countries)</li> </ul>	<p>THREATS</p> <ul style="list-style-type: none"> <li>✓ Highlighting negative information about the implementation of EEA Financial Mechanism projects by the media</li> <li>✓ Negative public opinion and groups of society opinion on sensitive issues</li> <li>✓ Lack of cooperation between project managers and communication managers within their institution in order to ensure the most efficient communication of the EEA</li> </ul>

### 3. OBJECTIVES

The Programme Operator has to ensure the most important communication objectives:

1. funding is available in a transparent manner;
2. informing potential beneficiaries about available options and opportunities;
3. making implementation procedures easy to understand;
4. raising public awareness of the Programme, its results and impact;
5. informing potential beneficiaries about the opportunity for bilateral cooperation with entities from the donor countries.

### 4. CHANNELS

In order to achieve the objectives of the Programme, it is planned that the MoI will use the following media:

- PRINT (booklets, brochures, etc.)
- DIGITAL (email, newsletters, web, Social Media, etc.)
- EVENTS (seminars, workshops, conferences, meetings, etc.)
- PRESS (news agencies, press releases, etc.)

### 5. TARGET AUDIENCES

#### 1. Beneficiaries of the Programme:

Direct beneficiaries:

- Ministry of Welfare
- State Revenue Service
- State Police
- Financial and Capital Market Commission

- Latvian Customs Cynological ServiceCorruption Prevention and Combating Bureau
- Children's Clinical University Hospital

Indirect beneficiaries:

- General Prosecution Office
  - Commercial banks of Latvia
  - Bank of Latvia
  - Latvian Children's Fund
2. Media and information intermediaries (national and regional media, electronic and social media);
  3. EEA Member States;
  4. Society as a whole.

MoI communication planning will focus on the involvement of the Programme target audience in the Programme activities. These target audience expect the most up-to-date information and the competent exchange of views on the results planned and achieved during the implementation of the Programme projects. The events outlined in the communication plan include the opening and closing events, the mid-term evaluation seminar and information seminars.

The institutions involved in the management of the EEA Financial Mechanism will be able to obtain the most up-to-date information on [www.eeagrants.lv](http://www.eeagrants.lv), as well as mutual communication will take place in the Responsible Authority's Communication Management Group.

The media and information intermediaries are the target audience which provides accurate information in the public area on the implementation of the Programme and the achievement of its objectives. Thus ensuring public awareness on the Programme and results of the projects that have been implemented under the Programme, as well as benefits of the society achieved in general.

EEA Member States are an important target group because they participate in the implementation of the projects of the Programme and involvement of the the partner organizations of the donor countries in the implementation of the Programme also contributes to strengthening of bilateral relations between the donor countries and Latvia.

## 6. MESSAGE

By providing information on the priority areas supported by the Programme, the MoI as a Programme operator will use slogan '**Working together for a secure and competitive Europe**' throughout the communication activities on the EEA Financial Mechanism.

Message to the media - in accordance with the Programme objectives;

Message to the target audience – in accordance with the Programme and the approved project results.

Message to the partner organizations of the donor states – the implementation of the Programme will significantly contribute the development of Latvia and strengthening of bilateral relations by supporting the achievement of the overall EEA objectives.

## 7. TACTICS

Two main information events – conferences will be organised at the beginning of the Programme and also at the final. Two years after launching of the Programme, mid-term evaluation seminar on the progress of the Programme will be organized. For the successful implementation of the Programme information seminars are important which will be organised for the project developers after the approval of the projects.

Information on the opening and closing conferences and the mid-term evaluation seminar will be prepared for the press and the electronic media.

Links to all the basic acts and recent information will be uploaded to EEA common homepage (website), EEA Financial Mechanism website [www.eeagrants.lv](http://www.eeagrants.lv), as well as Programme Operator's website [www.iem.gov.lv](http://www.iem.gov.lv).

By organizing publicity events it is foreseen that at least quarterly MoI will provide information to the press and e-media on the key actions and progress of Programme implementation.

Each information and publicity event will refer to the support received by the EEA Financial Mechanism.

## 8. ACTIVITIES

In order to achieve these objectives, the following communication activity results must be ensured:

1. Providing timely information to beneficiaries on support opportunities offered by the Programme, countries states, by organizing opening and closing events, mid-term evaluation seminars and information seminars, as well as by providing information on the website;
2. Ensuring transparency of the Programme implementation (throughout project implementation), by providing up-to-date information on the website, preparing announcements for the media, as well as regularly updating information on Facebook account;
3. Ensuring compliance with the requirements of the EEA Financial Mechanism for publicity and visual identity by providing up-to-date information on the website and organizing publicity events;
4. Awareness of the media and society, as well as the development of a positive attitude towards the implementation of the Programme and the results achieved

Two main information events are planned in the framework of the Programme, which will be organized at the beginning and in the end of the Programme: i.e., *two conferences* – opening and closing.

On the 29 June 2019 the annual LAMPA conversation festival was organised including discussion “Do not allow viruses in your wallet”, thereby raising public awareness on the objectives and results of the Programme, as well as informing participants about the role and contribution of the EEA Financial Mechanism.

The Programme's opening event took place on 25 November 2019. The opening event provided information on the planned activities and expected results of the Programme under the EEA Financial Mechanism. At the premises of the Event roll-up stands were placed for the visual identity of the Programme, as well as promotional items with EEA Financial Mechanism logo (notepad with pen) were presented to the participants of the event.

As a mid-term evaluating event it is planned to organise a seminar at the moment when implementation of the Programme has been launched and the first year of implementation has passed. As the last step, the final conference will be organised, in which Programme operator and final beneficiaries involving target audience will inform the society about the results achieved within the Programme, describing the impact of the Programme on the supported areas.

## 9. MEDIA

News agencies – LETA, BNS;

Regional media – according to the territorial ownership of the project implementation.

## 10. BRAND PROMOTION

Final beneficiaries in accordance with the Grant Agreement will provide reports on publicity events and the publicity requirements observed. Also recommendations to the final beneficiaries will be made regarding brand promotion.

The MoI will ensure that the publicity and visual identity requirements of the EEA are met by the Programme Operator through the implementation of the following publicity events:

- opening conference;
- information seminars;
- mid-term evaluation seminar;
- closing conference;
- uploading information on the website on compliance with publicity and visual identity requirements;
- publications in mass media.
- communication on social media (<https://www.facebook.com/EEANorwayGrantsLatvia/>)

## 11. TIMELINE AND BUDGET

See Annex 1.

## 12. EVALUATION OF THE RESULTS

MoI will gather information related to the communication events during the implementation of the Programme:

1. Publications (number);
2. Opening event, information seminars, mid-term evaluation seminar and closing conference (number, number of participants);
3. Number of website visitors (EEA Financial Mechanism section);
4. Information booklets (number of distributed copies).

## 13. RESPONSIBLE PERSONS

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## TIMELINE AND BUDGET

Nr.	Activity	Responsible authority	Detailed description of the activity	Activities	2018	2019	2020	2021	2022	2023	2024	Planned expenses (EUR)
1.	Cooperation with media – information to media, information on social media	Ministry of Interior	Most recent information on the Programme will be provided, i.e., launching, funding availability, implementation and progress, as well as potential project applicants and co-beneficiaries and bilateral cooperation with Norwegian authorities	4. Awareness of the media and society, as well as the development of a positive attitude towards the implementation of the Programme and the results achieved	-	Once a year	Every six months	Every six months	Every six months	Every six months	Every six months	-
2.	Updating of the Ministry of Interior website (www.iem.gouv.lv) – section International Financial Instruments, Bilateral Financial Instruments EEA	Ministry of Interior	Information, reflecting the current situation, including projects supported under the Programme, EEA basic acts are mentioned. Links to Financial Mechanism and Financial Instrument Bureau homepages are provided.	3.Ensuring compliance with the requirements of the EEA Financial Mechanism for publicity and visual identity by providing up-to-date information on the website and organizing publicity events	-	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	-
3.	Opening conference	Ministry of Interior	Information will be provided on the expected results of the Programme	1.Providing timely information to the beneficiaries on	-	-	-	-	-	-	-	-

			implemented under the EEA Financial Mechanism, as well as bilateral cooperation with donor countries	support opportunities offered by the Programme, including opportunities for cooperation with organizations of the donor countries, by organizing opening and closing events, mid-term evaluation seminar and information seminars, as well as providing information on the website		November 13 160 EUR	Once a year 1 000 EUR	Once a year 1 444 EUR	Once a year 1 500 EUR	Once a year 1 444 EUR	Once a year 1 500 EUR	13 160 EUR
4.	Participation in LAMPA conversation festival	Ministry of Interior	Public event will provide information on the objectives and results of the projects of the Programme implemented under the EEA Financial Mechanism, discussions on current topics within the EEA Financial Mechanism	4. Awareness of the media and society, as well as the development of a positive attitude towards the implementation of the Programme and the results achieved	-	Once a year 112 EUR	Once a year 1 000 EUR	Once a year 1 444 EUR	Once a year 1 500 EUR	Once a year 1 444 EUR	Once a year 1 500 EUR	7 000 EUR
5.	Mid-term evaluation seminar	Ministry of Interior	An event where Ministry of Interior and the project developers will report on the achieved results and planned activities	1. Providing timely information to beneficiaries on support opportunities offered by the Programme, including opportunities for cooperation with	-	-	-	-	-	-	-	2 500 EUR

6.	<i>Press briefing</i>	Ministry of Interior	Details on the Programme progress will be provided.	organizations of the donor countries, opening and closing events, mid-term evaluation seminar and information seminars, as well as providing information on the website	-	Once a year	500 EUR	Once a year	573 EUR	Once a year	1 500 EUR	Once a year	1 500 EUR	Once a year	1 500 EUR	Once a year	1 259 EUR	5 332 EUR
7.	<i>Closing conference</i>	Ministry of Interior	Ministry of Interior and the project developers will inform the public about the results achieved within the Programme, the impact of the Programme on the supported areas and bilateral cooperation with donor countries will be described	1. Providing timely information to beneficiaries on support opportunities offered by the Programme, including opportunities for cooperation with organizations of the donor countries, opening and closing events, mid-term	-	-	-	-	-	-	-	-	-	II-III quarter	16 840 EUR	16 840 EUR		





