**Communication Plan**

**Implementation of project: *(name)***

This document is a template for the project communication plan. Additional activities are recommended. The purpose of the Communication Plan is to specify how you intend to:

1) Inform the public about the financial source (EEA and Norway Grants) of the project funding;
2) To present and promote the project result;
3) To communicate the bilateral opportunities offered by programme, including any bilateral partnership.

NOTE: The Communication Plan is not marketing plan.

**Applicant name: .................**

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| **What** | **When** | **Additional comments** |
| * Project launch event and/or online on the company website and related websites including bilateral partnerships, if any
* Video/pictures documenting ”before project”
* Article on company’s website with video/pictures /visualisations

Social media (Facebook, LinkedIn)  |  At project launch /kick off | Videos, pictures and/or interviews documenting the ”before situation” will typically be subcontracted to professionals. The subcontracting is an eligible cost. |
| * Updates online, e.g. on the company’s website and/or social media, including bilateral partnerships, if any
* Interviews, radio briefings, articles in the media or similar
* Use of the EEA and Norway Grants logos
 | During project implementation  |  |
| * Result story / Project success story / testimonial using professional photographs and videos and promoting the project’s contribution to the EEA and Norway Grants objectives, including the bilateral objective and partnerships with donor state entities, if any
* Closure event (Representatives from Innovation Norway, the Donor State and the National Focal Point should be invited)
* Commemorative plaque with logos of the Programme (when relevant)
 | At project closure | Videos, pictures and/or interviews documenting the results and impact of the project will typically be subcontracted to professionals. The subcontracting is an eligible cost. |
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