**Communication Plan**

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

**Note:**

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.

NOTE: The Communication Plan is not marketing plan.

**Applicants name: .................**

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| **What** | **When** | **Additional comments** |
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| * Press release * Article on company’s website * Social Media (Facebook, LinkedIn) * Article in Internal Corporate Magazine | At project announcement /kick off |  |
| * Regular update on company’s web-site * Newsletter * Interviews, radio briefings, articles in local media, business magazines or similar. | During project implementation |  |
| * Press release * Printed materials; leaflets, hand-outs, etc. * 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 |  |
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