**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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