

Annex 3: Fulfilment of the OP E Annual Communication Plan for 2008

Communication and promotion propagation	Information priority	Indicator	Quantity	Specifications
<u>On-line communication</u>				
Websites (www.strukturalni-fondy.cz)	IP 1, IP 3, IP 4	The number of visits at the websites	54 000 2 490	strukturalni-fondy.cz monthly OP E bookmark monthly
Websites (www.opzp.cz)	IP 1, IP 2, IP 3, IP 4	The number of visits at the websites	8 000	unique visits per month
Information web portals	IP 3	The number of entries and news on web portals	1 560	10 portals about news a week - 30 a week
Intranet/local data sharing	IP 4	The number of shared files	10 000	
<u>Media communication</u>				
Press conferences	IP 1, IP 3	The number of press conferences held	1	On 1 April 2008, after 100 days of the OP E
Press releases	IP 1, IP 3	The number of press releases issued	17	For each initiated call, for project approval and significant modifications to OP E rules
Press promotionals, articles, ads	IP 1, IP 3	The number of articles and advertisements published in newspapers	8	Advertisement for each open call (6), information on water-management and RES as an advertisement tabloid
Media campaigns, TV, radio	IP 1, IP 3	The number of media campaigns held in the mass media	0	
<u>Publication activities</u>				
Programme documents, methodologies, instructions and guides	IP 1, IP 2, IP 4	The number of issues of programming documents, methodologies, instructions and guides (total)	4 000	Programming document - 1 000 pcs, the Applicant's Handbook - 3 000 pcs
Magazine PRIORITA	IP 1, IP 2, IP 3, IP 4	The number of issues of the magazine	5	in total 56 000 pcs
Leaflets, posters and brochures	IP 1, IP 3	The number of printed leaflets, posters and brochures	220 300	Priority Axes 1 - 7 and the OP E in general (195 000), 300 leaflets in English, 30 000 business cards for the Call Centre

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Reports, studies and analyses	IP 3	The number of published reports, studies and analyses	0	
Direct communication				
Database mailing	IP 1, IP 3	The number of informative e-mails distributed	107	According to the news at www.opzp.cz - about 2 pieces of
	IP 1, IP 3	The number of registered users	2 264	
Green line	IP 1, IP 2	The number of informative phone calls made	13 504 3 307	telephone consultations e-mail queries
Info-centres at regional workplaces	IP 1, IP 2	The number of regional information workplaces established	36	14 info-centres at regional workplaces and 22 RCIC
Meetings and coordination meetings	IP 4	The number of meetings and coordination meetings held	6	Workgroups at the MA and IB level, numerous meetings at the occupational level are not included
Internal education	IP 4	The number of education activities carried out	34	see the text of the chapter Information and publicity
Conferences, exhibitions and fairs	IP 1, IP 3	The number of participations at conferences, exhibitions and fairs	9	April - For Waste (300 visitors) May - Envi Brno (800) August - Země žitelka (The Earth - the Food Provider) (200) October - Ekofilm (1000) November - Ekoenergie (300), Streams 2008 (100) - see also the chapter Information and publicity
	IP 1, IP 3, IP 4	The number of seminars, conferences and discussions held	16	organised by the OP E: seminars for the non-profit sector and churches on the possibilities of OP E subsidies; seminars for entrepreneurs; discussions and workshops held at fairs organised by the ME: PO2 - 5 seminars - see also the chapter Information and publicity

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Workshops, seminars, conferences, discussions	IP 1, IP 3, IP 4	The number of persons trained	1 000	
Other tools				
Promotional items	IP 1, IP 4	The number of products and materials created (total)	161 000	wrappers for chewing gum, stickers, Call Centre business cards, ballpoint pens, diaries, calendars, bags, leaflet stands, a board game
The EU flag	IP 1	The EU flag in front of the MA building		one week since 9 May 2008
Digital media	IP 1, IP 2, IP 4	The number of carriers produced	300	A CD with background materials for the Monitoring Committee and the Managing Committee
Uniform graphical style	IP 1, IP 2, IP 3, IP 4	A uniform graphical style manual		A graphical manual for the OP E published on the Internet in June 2008