

Communication Strategy

of the Bulgarian Responsible Authority for Internal Security Fund and Asylum, Migration and Integration Fund

1. Aims and Target groups

Aim

The aim of this Communication Strategy is to create awareness of the existence, the objectives, the possibilities for projects financing under the Internal Security Fund /ISF/ and the Asylum, Migration and Integration Fund /AMIF/. This strategy ensures that the general public will be informed on how funding is spent. The strategy also aims at achieving better visibility and transparency of the allocations spent.

The ISF and AMIF overall objective is to achieve a higher level of freedom, justice and security in all Member States. The funds have been set up for the period 2014-2020 so as to provide financial resources directly from the European Commission to the Member States.

ISF provides financial support to each EU Member State. It finances activities in the area of police cooperation, prevention and combating crime, crisis management, visa and security of the external borders.

AMIF finances activities related to strengthening and developing the Common European Asylum System by ensuring that EU legislation in the field shall be applied in efficient and uniform manner, as well as support for legal migration to EU states, and enhancing fair and effective return strategies, which contribute to combating irregular migration.

The communication strategy has two main objectives:

- ✓ to increase information and awareness, directed to a) the general public and b) (potential) beneficiaries;
- ✓ to increase public awareness of the ISF and AMIF, their objectives and impact on security through improvement of the efficiency of police cooperation between authorities in the EU Member States.

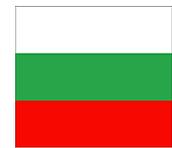
Target groups

Target groups of the communication strategy are:

- ✓ potential and actual beneficiaries;
- ✓ potential and actual entities;
- ✓ the general public.

Potential beneficiaries of the ISF and AMIF are public and private bodies, including law enforcement agencies entrusted with the implementation of Schengen acquis, other Member States national authorities /Ministry of Interior, State Agency National Security, State Agency for Refugees, Ministry of Foreign Affairs, etc./, non-government organizations, international organizations /International Committee of the Red Cross, etc./

Responsibilities of the beneficiaries



In order to ensure effectiveness and transparency in the implementation of the ISF and AMIF Responsible authority shall advise and encourage beneficiaries to implement information and publicity activities aimed at notification a wide range of stakeholders. Those activities may include information days, workshops, meetings, conferences, round-tables, internet, media, presentations, brochures or other printed materials.

Beneficiaries shall include in their project applications an indicative statement on how they shall increase awareness among the general public and stakeholders on projects implementation and the results achieved.

Beneficiaries shall ensure that information and publicity measures are implemented in accordance with project proposals and that those taking part in the project have been informed of the funding from the ISF and AMIF.

The visibility measures are set out in an annex to the Commission Implementation Regulation №1049/2014, 30st July 2014.

Potential beneficiaries shall put up a permanent prominent plaque of significant size no later than three months after completion of any project where the total Union contribution exceeds EUR 100 000 and/or the project consists of purchasing a physical object or of financing infrastructure or construction projects. The plaque shall state the type and name of the project, including the emblem of the EU, in accordance with graphic standards and reference to the European Union, a reference to the Fund supporting the project, a statement chosen by the responsible authority, highlighting the added value of the contribution from the EU.

2. Information and publicity measures

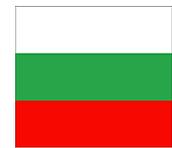
In order to accomplish the objectives of the Communication Strategy various information and publicity measures shall be used depending on the target groups and their expectations. Those are:

Target groups	Communication method
General public	Media, web site, explanatory plaques
Beneficiaries, potential beneficiaries and their partners under ISF and AMIF	Press releases, web site, e-mails, media, manuals, information days, trainings
Central, regional and local authorities and other public bodies	Manuals, e-mails, web site, media
Organizations, including non-government and international organizations/	Press releases, media, web site

The major communication tools which shall be used in order to inform the general public and target groups are:

Media-campaigns:

Press conferences scheduled for significant venues such as the start of ISF and AMIF programmes – both national and annual.



Press releases shall be sent out to direct public attention to all main activities and achievements on the National programmes - especially for the launch of calls for projects.

Print materials

The Responsible Authority shall use printed materials to direct and further on provide more detailed information on all aspects of the National programmes. Those may be leaflets, fact-sheets, guidelines, copies of key documents, etc.

Web-based information

The Responsible Authority will maintain an up to date and website.

3. Major information activities

a) Opening press conference

It shall be aimed to increasing the awareness of the existence, the objectives, the possibilities for cooperation between the relevant institutions before and/or following the start of the implementation of the National programmes as well as of the ISF and AMIF expected impact.

b) Other information events

Presenting launch or completion and achievements of the National programmes, information days, organized by beneficiaries for their achievements under the projects' implementation.

c) Closing events

Information days and press conferences for beneficiaries and stakeholders aimed to present the overall impact of the ISF and AMIF financial support for key stakeholders and the general public.

4. Website

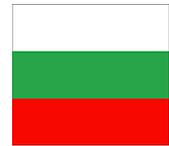
The following information on the National programmes shall be published on a specifically dedicated website in Bulgarian and in English:

- 1) information on the Republic of Bulgaria's ISF and AMIF National programmes;
- 2) calls for proposals, including relevant documents;
- 3) the description of the procedures /direct award, restricted and open calls/;
- 4) information on all funded projects, including contact information, description, duration , and amount of funding allocated;
- 5) relevant European and Bulgarian legislation;
- 6) other relevant documents;
- 7) a contact person, who may provide information on the National programmes.

Before the start of the National Programmes, the following preliminary information shall be published on MoI website dedicated to the Programme shall be published in Bulgarian and English on the RA official web site:

- 1) AMIF and ISF multinational programmes, including a list of actions, designated authorities/if applicable/ and beneficiaries;
- 2) information for potential beneficiaries on funding opportunities, results and impact of the implemented actions under the programmes;
- 3) information on the funded projects – name, amount of the Union contribution allocated.

The Responsible authority shall only publish information, which is of no confidential nature. All information and publicity measures shall be strictly in line with the Commission's



Delegated and Implementing acts dedicated on the technical characteristics of information and publicity measures.

5. Budget

The indicative budget for this Communication Strategy shall be funded under ISF and AMIF Technical assistance and shall include costs for conferences, information days, publication of calls for proposals, press releases, promotional materials, hosting of visiting delegations; collating data on information and publicity actions for monitoring and progress report purposes, etc.

6. Evaluation and monitoring

The evaluation and monitoring system applied by the Responsible Authority shall be based on the experience and the best practices used and acquired during the implementation and closure of the European Return Fund and the External Borders Fund.

The means used for monitoring and evaluating the Communication Strategy shall be proportional to the information and publicity measures identified and to overall level of the funding allocated.

Evaluation shall take place at different times and may be implemented through a number of methods – (e-mail) surveys; interviews to have direct feedback from beneficiaries; actual attendance at events; willingness and enthusiasm for further involvement, etc.

Specific criteria shall be developed by the Responsible Authority and/or external expertise to evaluate the information and publicity activities. These criteria shall be used as a benchmark of the effectiveness of the Plan's implementation as well as to appraise communications interventions over the timeframe of the Strategy. Communication Strategy shall be dynamic and flexible to changes, if needed. Should unforeseen circumstances take place, the Communication Plan shall be modified by the Responsible Authority in order to reach the outlined objectives.

7. Contacts

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