**Template for Information and Communication Plan**

Please follow the eMS logic for this task.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Communication objective** | **Target group/Project stakeholders** | **Activities** | **Output indicator** | **Time** | **Responsible partner** | **Indicative budget** |
| 1 | Identify the objective of the project`s external and internal communication for the particular target group.  What is the message that you want to deliver to this target group?  What do you want to achieve: Inform? Involve? Introduce? Raise awareness? | Identify the target group(s)/stakeholders of the Project that you will be addressing with the communication activities.  Think of the individuals, groups, organisations crucial for the project *(target group 1,2 etc)* | List the activities that you will be implementing to communicate with the particular target group.  Think of the communication tools that are relevant to them and use the most cost-effective way to communicate with them | State the output(s) and output indicators for every activity you will be implementing. | State when the activities will take place (or alternatively state their frequency) | State the partner(s) who is/are responsible for carrying out the respective activities (*P1, P2 etc)* | Add information on the financial resources necessary to finance the planned communication activities.  Remember to transfer them to the overall project budget! |
| 2 |  |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |  |