



Communication Concept

Overview of the purpose, target audiences, main channels, visibility, evaluation and responsibilities.

1. The purpose of communication activities

The purpose of communication activities is to ensure that both the general public, stakeholders and target groups are informed and aware of the Swiss-Estonian Cooperation Programme and the objectives achieved with its support through open and relevant information exchange.

Sub-purposes of communication activities

- Informing the public about support measures and their outcomes.
- Ensuring the transparency of support.
- Ensuring visibility of supported activities and physical objects.
- Providing information that is accessible to everyone in clear and simple language.

2. Target audiences

- Direct and indirect beneficiaries
- Target groups
- Stakeholders
- The general public
- Media

3. Main channels for communication and dissemination of information

- Media, e.g. newspapers, news portals, television, radio
- Websites of Programme Operators, Programme Component Operators and Implementers.
- A separate page [Swiss-Estonian Cooperation Programme | Riigi Tugiteenuste keskus](#) is created on the National Coordination Unit's website (www.rtk.ee), where necessary and up-to-date information is compiled.
- Social media channels of institutions involved in the implementation of the support measures. When suitable paid advertising is used.
- Press releases
- Relevant newsletters

4. Visibility

- On websites, in newsletters, and in produced materials, the logo of the cooperation programme is used, and, where possible, reference is made to the Swiss contribution.
- In press releases, articles, and interviews, reference is made to the Swiss contribution.
- Visibility is ensured by signs, references to the logo of the cooperation programme/ Swiss contribution.

5. Evaluation

Regular discussions of communication activities and results with Programme Operators, Programme Component Operators and Implementers are held, to update the action plan as needed.

6. Responsibilities

6.1 Responsibilities of the NCU

- Coordinating and supporting all communication activities regarding the Swiss–Estonian Cooperation Programme in Estonia.
- Publishing the information specified in the Communication and Information Manual on the website of the NCU.
- Updating the website to provide useful information material to the media and stakeholders.
- Providing information material and professional pictures and videos for communication activities in Switzerland.
- Ensuring that Programme Operators, Programme Component Operators and Implementers fulfil their obligations.
- Ensuring that the logo of the Swiss–Estonian Cooperation Programme and the logo of the Swiss Confederation are correctly used on all the information and communication material related to the cooperation programme.
- Informing Swiss Contribution Office about upcoming events in advance, so that possible Swiss participation can be arranged.
- Organising, in consultation with Swiss Contribution Office, a closing event for the Swiss – Estonian Cooperation Programme.

6.2 Responsibilities of the Programme Operators

- Planning and implementing communication activities of the support measure.
- Ensuring that all beneficiaries are aware of the support provided by the support measure.
- Ensuring that the Swiss support is explicitly visible on physical objects, in publications and other information materials related to the support measure and the cooperation programme.
- Organising a launching and a closing event of the support measure.

6.3 Responsibilities of Programme Component Operators

- Planning and implementing communication activities of the programme component.
- Ensuring that the Swiss support is explicitly visible on physical objects, in publications and other information materials related to the support measure and the cooperation programme.

6.4 Responsibilities of Implementers

- Planning and implementing communication activities for those programme component activities for which they are responsible for.
- Ensuring that the Swiss support is explicitly visible on physical objects, in publications and other information materials related to the support measure and the cooperation programme.

Annex 1

Annual Action Plan for 2026

Objective	Target audiences	Channel	Activity	Output	Result	Timeline	Responsible body
Information about the Swiss-Estonian Cooperation Programme is available	Direct and indirect beneficiaries Target groups Stakeholders The general public Media	Digital communication	Publishing and updating information on a separate webpage on the website of the National Coordination Unit	Information is updated	Information about the Swiss-Estonian Cooperation Programme is available to all interested parties	Regularly	NCU
Information about the support measures and implemented activities is available	Direct and indirect beneficiaries Target groups Stakeholders The general public Media	Digital communication	Publishing and updating information on the websites of Programme Operators, Programme Component Operators, Implementers	Information is published	Information about the support measures and implemented activities is available to all interested parties	Regularly	Programme Operators, Programme Component Operators, Implementers
Communication activities are thoroughly planned	Programme Operators, Programme Component Operators,	Meeting	Ensuring effective communication with Programme Operators, Programme	Meetings organised (3-4 times in a year)	Internal communication works smoothly	Regularly	NCU

	and Implementers NCU		Component Operators and Implementers				
Information about the Swiss-Estonian Cooperation Programme is available	Direct and indirect beneficiaries Target groups Stakeholders The general public	Digital communication	Dissemination of videos on Facebook (as advertisements) to introduce the Swiss-Estonian Cooperation Programme and implemented activities to a wider audience. The videos are also recommended to be shared by the Programme Operators, Programme Component Operators and Implementers.	Videos are disseminated	The public is informed about the Swiss-Estonian Cooperation Programme	18.02-18.05. 2026 If necessary, the campaign can be extended.	NCU

Annex 2

Webpages containing information about the Swiss–Estonian Cooperation Programme

General information about the Swiss-Estonian Cooperation Programme					
NCU - State Shared Service Centre		in Estonian https://rtk.ee/toetused-ja-taotlemine/toetusfondid-ja-programmid/sveitsi-eesti-koostooprogramm in English https://rtk.ee/en/Swiss-Estonian-cooperation-programme			
Support Measure "Supporting Social Inclusion"				Support Measure "Biodiversity Programme"	
Programme Operator - Ministry of Culture https://www.kul.ee/kultuuriline-mitmekesisus-ja-loimumine/loimumine/sveitsi-eesti-koostooprogramm				Programme Operator - Ministry of Climate https://kliimaministeerium.ee/eesti-sveitsi-koostooprogramm	
Component 1	Component 2	Component 3	Component 4	Component 1	Component 2
Ministry of Culture https://www.kul.ee/kultuuriline-mitmekesisus-ja-loimumine/loimumine/sveitsi-eesti-koostooprogramm Integration Foundation Digimuutuste ettevalmistamine lõimumisvaldkonnas Integratsiooni Sihtasutus Vabatahtlike kaasamine lõimumistegevustesse Integratsiooni Sihtasutus Eesti kultuuri- ja komberuumi tutvustavad tegevused Integratsiooni Sihtasutus Nõustamisteenuste pakkumine Integratsiooni Sihtasutus Eesti keele maja Integratsiooni Sihtasutus National Library	Ministry of Social Affairs Šveitsi-Eesti koostööprogramm Sotsiaalministeerium Estonian Social Work Association „Sotsiaalvaldkonna spetsialistide tasemeõppe ja kvalifikatsiooni kaasajastamine ning koolitus- ja tugisüsteemi arendamine" ESTA	Ministry of Education and Research https://www.hm.ee/ministeerium-uudised-ja-kontakt/euroopa-liit-ja-rahvusvaheline-koostoo/regionaalne- Education and Youth Board Šveitsi-Eesti koostööprogramm "Sotsiaalse kaasatuse toetamine" Haridus- ja Noorteamet Õpime koos! Haridus- ja Noorteamet	Ministry of the Interior https://www.siseministeerium.ee/sveitsi-eesti-koostooprogrammi-sotsiaalse-kaasatuse-toetamine National Foundation of Civil Society Šveitsi-Eesti koostööprogramm "Sotsiaalse kaasatuse toetamine" 2024 kuni 2028 - SA KÜSK	Environment Agency https://keskkonnaagentuur.ee/sveitsi-eesti-koostooprogrammi-elurikkuse-programm	Environmental Board https://keskkonnaamet.ee/sveitsi-eesti-koostooprogrammi-elurikkuse-programm

https://www.rara.ee/raamatukogude/meedia-ja-digipadevuse-arendamine/ MeediaRadar https://meediaradar.ee/					
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