



## **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 is created on the National Coordination Unit's website ([www.rtk.ee](http://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;
- Press releases;
- Relevant newsletters.

### **4. Visibility**

- On websites, in newsletters, and in produced materials, the logo of the cooperation programme and reference to the Swiss contribution are used;
- 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**

Analysis of visibility and coverage in media and in social media. Regular discussions of communication activities and results with Programme Operators and Programme Component Operators will be 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 2025

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 (quarterly)	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	Public event	Presenting Swiss-Estonian Cooperation Programme at the Europe Day	Information is presented	The public is informed about the Swiss-Estonian Cooperation Programme	9 May 2025	NCU
Information about the Swiss-Estonian Cooperation Programme is available	Direct and indirect beneficiaries Target groups Stakeholders The general public	Digital communication	Producing a video to introduce the Swiss-Estonian Cooperation Programme to the wider audience	Video is produced and published	The public is informed about the Swiss-Estonian Cooperation Programme	December 2025	NCU