



## PAR Visibility and Communication Project

This project is funded by the European Union



### ACTION PLAN:

#### 1. MEDIA PLAN - Activities related to traditional media, social media and internet

#### 2. CAPACITY BUILDING PLAN

The Action Plan for 2019 - 2020 constitutes the operationalization of the Strategic Communication Framework and Strategic Media Framework, and contains information which enables providing an image of the Public Administration Reform as a brand in development, by means of insight into all planned topics, activities, communication channels and target groups, where each planned activity and "story" supports the brand.

The Action Plan provides an overview of the logic and flow of communication activities over the entire period of project life. The communication approach envisages focusing every month on one main broader theme in order to ensure that different communication activities will create a synergy effect and establish a strong message in the selected theme of the month. However, the Action Plan also leaves room for ad-hoc activities (for example communication of adoption of new laws, programmes or strategies and related changes, impact etc.) the timing of which is not possible to be predicted at the moment of drafting the AP. Furthermore, the Action Plan is also going to serve as a basis for further development of operational plans. The project team intends to develop more detailed operational plans with the time horizon for 3 upcoming months. These plans will define the key content as well as provide detailed information on the events, media and digital activities, and capacity building measures to be implemented in the next three months. In this regard the project team envisages to (i) introduce regular communication with all beneficiaries in order to specify planned communication activities and define upcoming activities for next 2-3 months; (ii) devote one part of the monthly meeting for discussion and agreeing the activities for next 3 months.

Implemen. time	Indicative Activities	Target group	Responsible Parties & Partners
October 2019	<b>Main communication focus: Start of drafting the new PAR strategy and EU support to PAR</b> Potential subjects: PAR achievements/new PAR strategy		
	<b>Regular activities:</b> 1.Setting up and publishing PAR/PFM related information on PAR info page/MPALSG website 2.Monitoring changes in public awareness: setting up a tracking system 3.Digital campaign - texts and posts on beneficiaries' websites and social media profiles	Public servants Citizens	PA institutions responsible for PAR: MPALSG MoF PPS IT Office NAPA MEI OCSO Partners: EUD/EUIC With support of the PAR V&C*: draft material provided by responsible parties & partners



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Implemen. time	Indicative Activities	Target group	Responsible Parties & Partners
	<b>Specific activities:</b> 1)Media briefing 2)Articles in the media 3)Event: Panel and roundtable discussion 4)Explanatory video on service delivery policy	Public servants Citizens Media	MPALSG SPAR With support of the PAR V&C* <sup>1</sup> Partners
	<b>Capacity building:</b> 1)MPALSG HRM workshop 2)Coaching sessions for beneficiaries' senior staff (communication skills) 3)Mentoring for PR staff of the beneficiaries (Digital & social media skills)	Public servants	MPALSG PAR V&C
	<b>Ad hoc support**<sup>2</sup> to respond to emerging communication needs</b> (in accordance with adoption/approval of policy and legal documents, enforcement of laws, starting the delivery of new services, etc.)	Public servants Citizens	PA institutions responsible for PAR and EUD With support of the PAR V&C*
<b>November 2019</b>	<b>Main communication focus: PAR achievements in strategic areas</b> Potential subjects: 1)Achievements/reform plans in strategic areas of PAR <b>Internal communication focus: CS HRM - new/amended legal acts and their implementation (Competency management)</b>		
	<b>Regular activities:</b> 1.Preparing for publishing PAR/PFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring changes in public awareness 3.Digital campaign - texts and posts on beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR <sup>3</sup> With support of the PAR V&C* Partners <sup>4</sup>
	<b>Specific activities:</b> 1)TV campaign 2)Articles in the media	Citizens Public servants	PA institutions responsible for PAR With support of the PAR V&C* Partners
	<b>Capacity building:</b> 1)Training in communication for HRM specialists 2)Coaching sessions for the beneficiaries' senior staff 3)Mentoring for PR staff of the beneficiaries (Digital & social media skills) 4)Media training	Public servants Media	PAR V&C

<sup>1</sup> \*With support of the PAR V&C project implies that draft material is provided by responsible parties and partners

<sup>2</sup> \*\*Ad hoc support to respond to emerging communication needs will be based on monthly proposals by beneficiaries. The proposals will include information and requests for support three months in advance. They will be discussed during Monthly Meetings, to decide the extent of the support to be provided.

<sup>3</sup> MPALSG, MoF, PPS, IT Office, NAPA, MEI, OCSO

<sup>4</sup> EUD/EUIC



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	<b>Ad hoc support** to respond to emerging communication needs</b>		PA institutions responsible for PAR and EUD With support of the PAR V&C*
<b>December 2019</b>	<b>Main communication focus: PAR &amp; EU support</b> Potential subjects: 1)Policy making – new guidelines and manuals supporting public policy making (SPAR) 2)Law on Planning System 3)LGAP, one-stop-shop 4)e-Government programme 5)e-government portal, and improvement of service delivery 6)Decentralisation Strategy/draft 7)Law on free access to information <b>Internal communication focus: CS HRM</b> - new/amended legal acts and their implementation (internal competitions, transfers & mobility)		
	<b>Regular activities:</b> 1.Publishing PAR/PFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring the changes in public awareness 3.Digital campaign - texts and posts on PAR info page, beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* SPAR Partners
	<b>Specific activities:</b> 1)Articles in the media 2)Text in HR Bulletin 3)Guidelines for crisis management	Public servants Citizens	MPALSG IT Office With support of the PAR V&C* Partners
	<b>Capacity building:</b> 1)Training in communication for HRM specialists 2)Training in communication for the Ministry of Finance 3)Coaching sessions for beneficiaries' senior staff 4)Mentoring for PR staff of the beneficiaries (Digital & social media skills)	Public servants	PAR V&C
	<b>Ad hoc support** to respond to emerging communication needs</b>		PA institutions responsible for PAR and EUD With support of the PAR V&C*
<b>January 2020</b>	<b>Main communication focus: PFM &amp; EU support</b> Potential subjects: 1)Citizen budget 2)Program budgeting 3)Budget execution		



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	<b>Second focus:</b> Launch of the new regulatory reform (SPAR) <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation (CS retention)		
	<b>Regular activities:</b> 1.Publishing PAR/PFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring the changes in public awareness 3.Digital campaign - texts and posts on beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* Partners
	<b>Specific activities:</b> 1)Media briefing 2)Articles in the media 3)Production of visibility items (posters, banners, pens, etc.) to promote PAR 4)Text in HR Bulletin	Public servants Citizens Media	MoF MPALSG PPS MEI SPAR With support of the PAR V&C* Partners
	<b>Capacity building:</b> 1)Training in communication for HRM/PR specialists 2)Coaching sessions for beneficiaries' senior staff 3)Advice and mentoring for IT and PR staff of the beneficiaries – upon request 4)Production of cue cards (10 key messages for unified PAR communication)	Public servants	PAR V&C
	<b>Ad hoc support** to respond to emerging communication needs</b>		PA institutions responsible for PAR and EUD With support of the PAR V&C*
February 2020	<b>Main communication focus: PFM achievements &amp; EU support</b> Potential subjects: 1)Public procurement 2)Managing public investment, new methodology about capital investment 3)Central unit for harmonisation – internal audit, control of budget users <b>Second focus: development of new OGP action plan</b> <b>Internal communication focus: CS HRM</b> - new/amended legal acts and their implementation (Competency management)		
	<b>Regular activities:</b> 1.Publishing PARPFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring the changes in public awareness 3.Digital campaign - texts, posts on beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* Partners



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Implemen. time	Indicative Activities	Target group	Responsible Parties & Partners
	<p><b>Specific activities:</b></p> <ol style="list-style-type: none"> <li>1)Articles/stories in the media</li> <li>2)Design and publishing of the annual report of the implementation of PAR strategy</li> <li>3)Text in HR Bulletin</li> </ol> <p><b>Capacity building:</b></p> <ol style="list-style-type: none"> <li>1)Training in communication for HRM/PR specialists</li> <li>2)Coaching sessions for beneficiaries' senior staff</li> <li>3)Advice and mentoring for IT and PR staff of the beneficiaries – upon request</li> </ol> <p><b>Ad hoc support** to respond to emerging communication needs</b></p>	<p>Public servants Citizens</p> <p>Public servants</p>	<p>MoF MPALSG IT Office SCTM With support of the PAR V&amp;C* Partners</p> <p>PAR V&amp;C</p> <p>PA institutions responsible for PAR and EUD With support of the PAR V&amp;C*</p>
<p><b>March 2020</b></p>	<p><b>Main communication focus: transparency, participation, LSG development &amp; EU support</b></p> <p>Potential subjects</p> <ol style="list-style-type: none"> <li>1)Open data/OGP week</li> <li>2)Public participation in law drafting, citizens' initiatives</li> <li>3)Integrity plans</li> <li>4)Law on territorial organisation</li> <li>5)Decentralisation Strategy</li> </ol> <p><b>Second focus: Launch of massive training in policy management (SPAR)</b></p> <p><b>Internal communication focus: CS HRM - new/amended legal acts and their implementation</b></p>		
	<p><b>Regular activities:</b></p> <ol style="list-style-type: none"> <li>1.Publishing PAR/PFM related information on PAR info page/MPALSG website</li> <li>2.Collection of data for tracking/monitoring the changes in public awareness</li> <li>3.Digital campaign - texts and posts on beneficiaries' websites and social media</li> </ol> <p><b>Specific activities:</b></p> <ol style="list-style-type: none"> <li>1)Media briefing</li> <li>2)Articles/stories in the media</li> <li>3)Panel discussion/events in regions</li> <li>4)Text in HR Bulletin</li> </ol>	<p>Public servants Citizens</p> <p>Public servants Citizens Media</p>	<p>PA institutions responsible for PAR With support of the PAR V&amp;C* SPAR Partners</p> <p>PPS MPALSG OCCSO SCTM SPAR OGP With support of the PAR V&amp;C* Partners</p>



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Implemen. time	Indicative Activities	Target group	Responsible Parties & Partners
	<b>Capacity building:</b> 1)Coaching sessions for beneficiaries' senior staff 2)Advice and mentoring for IT and PR staff of the beneficiaries – upon request <b>Ad hoc support** to respond to emerging communication needs</b>	Public servants	PAR V&C
			PA institutions responsible for PAR and EUD With support of the PAR V&C*
April 2020	<b>Main communication focus: transparency, participation, LSG development &amp; EU support</b> Potential subjects: 1)Open data/OGP – development of new Action Plan 2)OGP week 3)Free access to information 4)Public participation in law drafting, citizens' initiatives <b>Second communication focus: PAR achievements</b> 1)PAR annual report 2)PAR online monitoring tool (SPAR) <b>Internal communication focus: CS HRM - new/amended legal acts and their implementation</b> (reports on performance appraisal, improvements in recruitment system)		
	<b>Regular activities:</b> 1.Publishing PAR/PFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring the changes in public awareness 3.Digital campaign - texts and posts on beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* Partners
	<b>Specific activities:</b> 1)Articles/stories in the media 2)Infographic about PAR results 3)Design and publishing of the annual report of the implementation of PAR strategy 4)Text in HR Bulletin	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* SPAR OGP Partners
	<b>Capacity building:</b> 1)Coaching sessions for beneficiaries' senior staff 2)Advice and mentoring for IT and PR staff of the beneficiaries – upon request <b>Ad hoc support** to respond to emerging communication needs</b>	Public servants	PAR V&C
			PA institutions responsible for PAR and EUD With support of the PAR V&C*
May 2020	<b>Main communication focus: Local self-government development &amp; EU support</b> Potential subjects: 1)Inter-municipal cooperation		



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	2)One-stop-shops & service delivery 3)Citizens' budget <b>Second focus: Europe Day</b> <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation (CS recruitment)		
	<b>Regular activities:</b> 1.Publishing PAR/PFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring the changes in public awareness 3.Digital campaign - texts and posts on beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* Partners
	<b>Specific activities:</b> 1)Media briefing & Panel discussion 2)Articles/stories in the media 3)Open door day/events in LSGs	Public servants Citizens Media	MPALSG OCSO SCTM MoF With support of the PAR V&C* Partners
	<b>Capacity building:</b> 1)Training in communication for HRM/PR specialists 2)Coaching sessions for beneficiaries' senior staff 3)Advice and mentoring for IT and PR staff of the beneficiaries – upon request	Public servants	PAR V&C
	<b>Ad hoc support** to respond to emerging communication needs</b>		PA institutions responsible for PAR and EUD With support of the PAR V&C*
<b>June 2020</b>	<b>Main communication focus – Civil Service reform &amp; EU support</b> Potential subjects: 1)Competency based HRM (civil servants' competencies) 2)Professional development & NAPA <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation		
	<b>Regular activities:</b> 1.Publishing PAR/PFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring the changes in public awareness 3.Digital campaign - texts and posts on beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* Partners
	<b>Specific activities:</b> 1)Media briefing 2)Articles/stories in the media	Public servants Citizens	MPALSG PPS MoF



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	3)Infographic 4)Text in HR Bulletin	Media	With support of the PAR V&C* SPAR Partners
	<b>Capacity building:</b> 1)Training in communication for PR specialists 2)Coaching sessions for beneficiaries' senior staff 3)Advice and mentoring for IT and PR staff of the beneficiaries – upon request	Public servants	PAR V&C
	<b>Ad hoc support** to respond to emerging communication needs</b>		PA institutions responsible for PAR and EUD With support of the PAR V&C*
<b>July 2020</b>	<b>Main communication focus – Civil Service reform &amp; EU support</b> Potential subjects: 1)HRM planning and recruitment <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation		
	<b>Regular activities:</b> 1.Publishing PAR/PFM related information on PAR info page/MPALSG website 2.Collection of data for tracking/monitoring the changes in public awareness 3.Digital campaign - texts and posts on beneficiaries' websites and social media	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* Partners
	<b>Specific activities:</b> 1)Text in HR Bulletin	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* Partners
	<b>Capacity building:</b> 1)Coaching sessions for beneficiaries' senior staff 2) Advice and mentoring for IT and PR staff of the beneficiaries – upon request	Public servants	PAR V&C
	<b>Ad hoc support** to respond to emerging communication needs</b>		PA institutions responsible for PAR and EUD With support of the PAR V&C*
<b>August 2020</b>	<b>Main communication focus – Civil Service reform &amp; EU support</b> Potential subjects: 1)CS integrity 2)Code of Conduct Second subject: 1)OGP initiative, start of drafting the new OGP programme/results of the previous one 2)Citizens' budgets <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation		





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	<p><b>Regular activities:</b>            1.Publishing PAR/PFM related information on PAR info page/MPALSG website            2.Collection of data for tracking/monitoring the changes in public awareness            3.Digital campaign - texts and posts on beneficiaries' websites and social media</p> <p><b>Specific activities:</b>            1)Production of visibility items (posters, banners, pens, etc.)            2)Text in HR Bulletin</p> <p><b>Capacity building:</b>            1)Coaching sessions for beneficiaries' senior staff            2)Advice and mentoring for IT and PR staff of the beneficiaries – upon request</p> <p><b>Ad hoc support** to respond to emerging communication needs</b></p>	<p>Public servants Citizens</p> <p>Public servants Citizens</p> <p>Public servants</p>	<p>PA institutions responsible for PAR With support of the PAR V&amp;C* Partners</p> <p>MPALSG With support of the PAR V&amp;C*</p> <p>PAR V&amp;C</p> <p>PA institutions responsible for PAR and EUD With support of the PAR V&amp;C*</p>
<p><b>September 2020</b></p>	<p><b>Main communication focus – PAR achievements with focus on service delivery and EU support</b>            Potential subjects:            1)Population register            2)Service delivery            3)Inspections  <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation (Job Catalogue)</p>		
	<p><b>Regular activities:</b>            1.Publishing PARPFM related information on PAR info page/MPALSG website            2.Collection of data for tracking/monitoring the changes in public awareness            3.Digital campaign - texts and posts on beneficiaries' websites and social media</p> <p><b>Specific activities:</b>            1)Media briefing            2)Infographic(s)            3)Text in HR Bulletin</p> <p><b>Capacity building:</b>            1)Training in communication for PR specialists            2)Coaching sessions for beneficiaries' senior staff            3)Advice and mentoring for IT and PR staff of the beneficiaries – upon request</p> <p><b>Ad hoc support** to respond to emerging communication needs</b></p>	<p>Public servants Citizens</p> <p>Public servants Citizens Media</p> <p>Public servants Media</p>	<p>PA institutions responsible for PAR With support of the PAR V&amp;C* Partners</p> <p>PA institutions responsible for PAR With support of the PAR V&amp;C* Partners</p> <p>PAR V&amp;C</p> <p>PA institutions responsible for PAR and EUD</p>



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Implemen. time	Indicative Activities	Target group	Responsible Parties & Partners
			With support of the PAR V&C*
<b>October 2020</b>	<p><b>Main communication focus – PAR new strategy and EU support</b>            Potential subjects:            1) Subjects related to the new PAR strategy (TBD)  <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation (strengthening HRM at the local level, Senior Civil Service)</p>		
	<p><b>Regular activities:</b>            1.Publishing PAR/PFM related information on PAR info page/MPALSG website            2.Collection of data for tracking/monitoring the changes in public awareness            3.Digital campaign - texts and posts on beneficiaries' websites and social media</p>	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C* SPAR Partners
	<p><b>Specific activities:</b>            1)Media briefing            2)Event – panel and round table discussion            3)Articles/stories in the media            4)Text in HR Bulletin</p>	Public servants Citizens Media	PA institutions responsible for PAR SPAR With support of the PAR V&C* Partners
	<p><b>Capacity building:</b>            1)Training in communication for HRM/PR specialists            2)Coaching sessions for beneficiaries' senior staff            3)Advice and mentoring for IT and PR staff of the beneficiaries – upon request            4)Training for media (pool of journalists)</p>	Public servants Media	PAR V&C
	<b>Ad hoc support** to respond to emerging communication needs</b>		PA institutions responsible for PAR and EUD With support of the PAR V&C*
<b>November 2020</b>	<p><b>Main communication focus – PAR new strategy and EU support</b>            Potential subjects:            1)Subjects related to the new PAR strategy (TBD)            2)Public policies  <b>Second focus: Protection of whistle-blowers</b>  <b>Internal communication focus:</b> CS HRM - new/amended legal acts and their implementation</p>		
	<p><b>Regular activities:</b>            1.Publishing PAR/PFM related information on PAR info page/MPALSG website            2.Collection of data for tracking/monitoring the changes in public awareness            3.Digital campaign - texts and posts on beneficiaries' websites and social media</p>	Public servants Citizens	PA institutions responsible for PAR With support of the PAR V&C*
	<p><b>Specific activities:</b>            1)Articles/stories in the media</p>	Public servants	MPALSG PPS



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	2)Text in HR Bulletin	Citizens	OCSO SPAR With support of the PAR V&C*
	<b>Capacity building:</b> 1)Training in communication for HRM specialists 2)Coaching sessions for beneficiaries' senior staff 3)Advice and mentoring for IT and PR staff of the beneficiaries – upon request	Public servants	PAR V&C
	<b>Ad hoc support** to respond to emerging communication needs</b>		
<b>December 2020</b>	<b>Wrap up</b>		
	<b>Specific activities:</b> 1)Final media briefing	Media	MPALSG MoF With support of the PAR V&C*