



EUROPEAN UNION



ONE DIRECTION
MANY OPPORTUNITIES

SAMPLE ACTIVITIES FOR THE TARGET GROUPS

ANNEX I

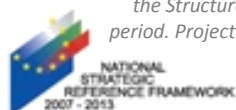
of

THE NATIONAL COMMUNICATION STRATEGY



	Target groups and subgroups	Activities
1	General Public	
		Advertising campaigns; PR campaigns and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme and the different projects Internet campaigns (including management of online, social, professional networks); Informing through the 28 Information Points Network for the promotion of EU Cohesion Policy in Bulgaria; other partnership networks and other relevant activities.
2	Potential beneficiaries - <i>Eligible beneficiaries according to requirements for participation in a specific grant procedure</i>	
2.1	Specific beneficiaries: institutions, units, companies, explicitly identified by name potential beneficiaries under the respective programme	Information events, seminars, trainings, conferences, meetings, etc. (direct communication) Publishing of up-to-date information in Information portal/Webpage of the programme; Informing through the 28 Information Points Network and other relevant activities
2.2	Business / micro, small and medium enterprises (SMEs)	Advertising campaigns; PR campaigns and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Informing through the 28 Information Points Network and other partnership networks and other relevant activities.

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2.3	Large companies/enterprises	Information events, seminars, trainings, conferences, meetings, etc. (direct communication); Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Informing through the 28 Information Points Network and other partnership networks and other relevant activities.
2.4	Other business entities, cooperatives, self-employed persons	Advertising campaigns; PR campaigns and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Informing through the 28 Information Points Network and other relevant activities.
2.5	Non-profit legal entities: <i>Professional organisations and associations, other associations/organisations – non-government organisations, associations and non-profit clubs, scientific, educational and culture centres and institutions, civil associations, etc</i>	PR campaigns and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Informing through the 28 Information Points Network and other relevant activities
2.6	Other administrations/institutional beneficiaries	Information events, seminars, trainings, conferences, meetings, etc. (direct communication); Publishing of up-to-date information in Information portal/Webpage of the programme; Informing through the 28 Information Points Network and other partnership networks and other relevant activities.
3	Beneficiaries – <i>concluded grant agreements for the implementation EU funds-financed project</i>	
3.1	Specific beneficiaries: <i>institutions, companies, explicitly identified by name potential beneficiaries under the respective programme</i>	Information events, seminars, trainings, conferences, meetings, etc. (direct communication); Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Promotion of good practices through the 28 Information Points Network and other partnership networks and other relevant activities.
3.2	Business / micro, small and medium enterprises (SMEs)	Trainings, Advertising campaigns, PR campaigns and Information campaigns; Publishing of up-to-date

		information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Promotion of good practices through the 28 Information Points Network and other partnership networks and other relevant activities.
3.3	Large companies/enterprises	Trainings, PR campaigns and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Promotion of good practices through the 28 Information Points Network and other partnership networks and other relevant activities.
3.4	Other business entities, cooperatives, self-employed persons	Trainings, Advertising campaigns, PR campaigns and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Promotion of good practices through the 28 Information Points Network and other partnership networks and other relevant activities.
3.5	Non-profit legal entities: <i>Professional organisations and associations, other associations/organisations – non-government organisations, associations and non-profit clubs, scientific, educational and culture centres and institutions, civil associations, etc.</i>	Trainings, PR campaigns and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks); Promotion of good practices through the 28 Information Points Network and other partnership networks and other relevant activities.
3.6	Other administrations/institutional beneficiaries	Information events, seminars, trainings, conferences, meetings, etc. (direct communication); Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns; Promotion of good practices through the 28 Information Points Network and other relevant activities.
4	Administration managing EU funds, Central Coordination Unit, Certifying Authorities, Managing Authorities and Monitoring Committees of the programmes Audit Authority, Contracting	Trainings, seminars, conferences, meetings, etc. (direct communication); Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional networks) and other relevant activities.

	Authority	
5	Mediators/ information distributors: <i>institutions and persons who inform, form opinion, influence decision making, support the activities of beneficiaries/potential beneficiaries and governing administration in one form or another;</i>	
5.1	Central and local level media: electronic, press, internet, social networks, media for generating customer content	PR campaigns, Advertising and Information campaigns; Information events, seminars, trainings, conferences, meetings, etc. (direct communication); Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns; Informing through the 28 Information Points Network and other relevant activities
5.2	Non-profit legal entities /Consulting organisations	PR campaigns and Information campaigns; Information events, seminars, trainings, conferences, meetings, etc. (direct communication); Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns; Informing through the 28 Information Points Network and other relevant activities.
5.3	Decision makers/ opinion leaders in Bulgaria	PR campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Information events, seminars, trainings, conferences, exhibits, meetings, etc. (direct communication); and other relevant activities.
5.4	Politicians/ opinion leaders in the EU/European institutions	PR campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Information events, seminars, trainings, conferences, exhibits, meetings, etc. (direct communication); and other relevant activities.
5.5	28 Information Points Network for the promotion of EU Cohesion Policy in Bulgaria	Trainings, meetings and other forms of direct communication; Publishing of up-to-date information in Information portal/Webpage of the OP and other relevant activities
5.6	End-users	PR campaigns, Advertising and Information campaigns; Publishing of up-to-date information in Information portal/Webpage of the programme; Internet campaigns (including management of online, social, professional

		networks); Informing through the 28 Information Points Network and other partnership networks and other relevant activities
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