ANNEX TO THE GRANT CONTRACT COMMUNICATION AND VISIBILITY PLAN

Communication and visibility plan matrix is designed to help the awarded projects to present logical frame of the activities that   
are planned to be carried out to ensure the required visibility of the funded action, to set aimed target values and to report of their realization. Quality assessment and impacts of the communication activities are provided in the narrative and final reports.

Activity

1. activities are listed to the matrix by their nature and/or name;
2. they must be clearly indentified and they must be available for verification;
3. they may be named for example as: project website, project leaflet, press release/project start, press release/project output etc.

Target group(s)

1. each activity must be addressed for named target group(s);
2. target group(s) should comply with those mentioned in the awarded application.

Target value

1. each activity must have a target value that is aimed during the project duration;
2. when setting them, aim to realistic level based on existing experiences of similar actions;
3. in case target values are mentioned in the awarded application, use them in the matrix;
4. unit may be named for example as: website visit, printed copy, account follower, retweet, distributed copy etc.

Result

1. quantitative results are reported in two levels: firstly indicating the realization of the reporting period in question and secondly indicating cumulative realization from the starting point of the project;
2. mark the source of verification for example as: participants list, website visit counter (like Google analytics), twitter analytics etc.

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| Name and ID of the project |  | | | | | |
| Date of last update[[1]](#endnote-1) |  | | | Reporting period[[2]](#endnote-2)       – | | |
| **Activity** | **Target group(s)** | **Target value** | **Unit** | **Reporting period result** | **Cumulative result** | **Source of verification** |
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Add more lines if needed

1. Date of last update is marked to keep up the track of changes to set target values, if any. [↑](#endnote-ref-1)
2. Reporting period is marked when the matrix is enclosed as an annex to the narrative part of the interim and final reports. [↑](#endnote-ref-2)