



Interreg

Romania-Hungary

European Regional Development Fund



EUROPEAN UNION

PROJECT EMS CODE ROHU72, CBN, PROJECT PARTNERSHIP



PB5 - VFAM



PB3 - UAT JUDET TIMIS



LB - ADIVEST



PB2 – UAT JUDET ARAD



PB4 – DKMT

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1. Project background

1.1. Foundation and set-up

Project partnership has implemented common specific field projects which have brought a minimal improvement of the technical and material intervention basis at regional level. This project targets and continues the joint efforts for intervention capacity building, for key actors' cooperation strengthening in terms of bilateral information, preparedness and strategic planning.

Further on, the lack of performant equipment combined with the lack of emergency situations prevention and education actions are generating an entire chain of social problems that need to be solved.

Taking into account counties position and acknowledging the fact that risks are not having physical borders, these concerns were translated into an integrated approach of risk management within Romanian - Hungarian cross - border area.

By analyzing Romanian and Hungarian intervention units' infrastructure, equipment and services, we have jointly stated the need to tackle the following objectives within this common project:

- continuous and specific improvement of the specialized and volunteer intervention units' endowment,
- facilitating joint tactical applications;
- organizing joint training for the volunteer and specialized staff in emergency situations intervention;
- preparing joint educational and raising awareness activities involving teachers, pupils, citizens from the cross - border area;

- developing joint Strategy for risks management,
- improving local, regional and cross - border awareness related to intervention capacities;
- stimulation and strengthening of the relations between project partners, on one side, and specialized and volunteer's intervention structures, on the other side, in order to facilitate the development and conclusion of future project partnerships, as well as a dedicated and highly improved common intervention capacity.

1.2. Objectives of ROHU72

The potentially destructive natural phenomena act according to geo-physical laws and are not contained by man-made boundaries. The project intervention is justified by the need of overcoming joint risks as earthquake risk (Banloc tectonic area), floods (Bega, Timis, Mures), vegetation fires, highway and railway accidents, but not only. In this context, a well-balanced project partnership considered all the necessary efforts and measures in order to prevent and diminish these phenomena consequences upon goods and people, through adequate planning and policies, which must correspond to local communities' standards and expectations and to environment protection.

The project main overall objective is: IMPROVING CROSS BORDER INSTITUTIONAL NETWORKING, INTERCHANGEABILITY, MITIGATION AND PREVENTION CAPACITY IN CASE OF EMERGENCY SITUATIONS, BY ADDRESSING SPECIFIC RISKS, ENSURING DISASTER RESILIENCE AND DEVELOPING DISASTER MANAGEMENT SYSTEMS.

The result indicator measures the quality increase of the joint risk management, expressed in the rate of preparedness as defined by an organizations actions and capacities, including:

A) status, condition of their equipment tools and vehicles for disaster and risk prevention actions.

One of the main activities of the project is the procurement of intervention vehicles which will complete and update the existing fleet and make it more suitable for interventions. Training of the specialized personnel and joint tactical exercises, as mentioned in the project, further increase the response capacity of the specialized teams.

B) capacity and preparedness to inform and mobilize the population in case of emergency situations.

The education activities laid down in the project are aimed at volunteers and school-population, both pupils and teachers, raising awareness and preparedness in case of emergency, which contribute to creating the means and channels for a swift mobilization of population.

C) availability and implementation of risk and disaster management plans and protocols.

The Risk Management Strategy formulated by the participants in the project will include protocols that will allow the three counties involved to tackle more effectively the forecast, occurrence and consequences of disasters.

All these foreseen activities will improve the quality of joint risk management and will safeguard the life of 770.906 inhabitants / citizens from the 3 partner counties.

Specific objectives

Increase of cross - border intervention capacity in case of jointly identified risk situations through the procurement of specific intervention equipment.

The cross - border intervention capacity will be developed through operational and intervention vehicles and equipment procurement, as follows:

LP - ADIVEST - 1 operational vehicle.

PP1 - UAT JUDETUL ARAD - 3 emergency care ambulance (b2 type), 1 firefighting vehicle (with water and foam) - 5.000 liters, 1 bus for the transport of personnel (32 seats), 20 electric pumps, 20 electric energy supply coils - 50 meters, 80 type c hose (20 meters reels), 20 protection equipment (waterproof suits), 1 water tank, 1 special vehicle for high altitude interventions (up to 20 m), 2 all-terrain vehicle for firefighting.

PP2 - UAT JUDETUL TIMIS - 3 complex intervention vehicles.

PP4 - VFAM - 1 piece of universal car with additional devices helping and providing multi-functional disaster management missions and applications.

Strengthening cross - border capacity of institutions, citizens, professional and volunteer intervention staff preparedness in order to tackle various types of risks within emergency situations, to set up the adequate follow up actions for joint interoperability in case of major disasters.

The project emphasizes activities that will pave the way for a better cross - border cooperation in the field of disaster resilience and intervention preparedness.

In this aim, project partnership will undergo:

- Curriculum development for pupils in the field of emergency situations - 3
- Curriculum development in the field of emergency situations annexed with special chapters for disabled pupils - 3
- Teacher trainings (under the developed curriculum) - 3
- 3 Competitions and 1 camp for emergency situations
- 2 daylong seminar and practice in Mórahalom for fire brigades.

- 2-day study-tour in Romania (1 day in Arad County, 1 day in Timis County) in order to investigate and test the new equipment which is purchased in the framework of the project.
- Joint tactical exercise 1 - location Nadlac - 1 day - Near Highway A1
- Joint tactical exercise 2 - location Cenad - 3 days - Near Mures River
- Joint training for specialized and volunteer staff - railway and road accidents intervention - Timisoara - 5 days
- Joint training for specialized and volunteer staff - intervention management - Timisoara - 5 days
- Raising awareness days for citizens related to optimum behavior in case of emergency situations - 15 days in Total

Improvement of cross - border disaster resilience capacity through the joint formulation of Risks Management Strategy

The following 6 workshops will be organized within the strategy formulation process:

1. workshop for county level police headquarters (Arad, Csongr ad, Timis) 40 persons
2. workshop for county level water management organisations (Arad, Csongr ad, Timis) 40 persons
3. workshop for county level ambulance organisations (Arad, Csongr ad, Timis) 40 persons
4. workshop for county level organizations responsible for public health and epidemiology (Arad, Csongr ad, Timis) 40 persons
5. workshop for county level environmental protection institutions (Arad, Csongr ad, Timis) 40 persons
6. workshop for county level emergency response and disaster management committees (Arad, Csongr ad, Timis) 40 persons.

After concluding the analysis of the situation in terms of strengths and weaknesses, intensity of cooperation among the responsible bodies in Arad, Csongrád and Timis counties, by using external expertise needs assessments will be done and recommendations will be made in a common strategy how to develop the cross-border cooperation among the institutions responsible for risk management.

The Strategy implementation will be then on assumed by PP's and specialized / volunteer intervention units through joint cooperation protocols.

1.3. ROHU72 Partners

Project partnership is composed of:

Asociația de Dezvoltare Intercomunitară pentru Managementul Situațiilor de Urgență / Inter - Community Development Association for the Emergency Situations Management, Popa Sapca Street, No. 4, Corp C - Complex Bastion Theresia, 300054, Timisoara, Timis County, Romania, tax identification number 26096450, represented by Mr. Sergiu Cristian Balasa, as Lead Beneficiary (hereinafter referred to as LB)

and

Unitatea Administrativ - Teritorială Județul Arad / Arad County Council, Corneliu Coposu street, No. 22, Arad, Arad County, 310003, Romania, tax identification number 3519941, represented by Mr. Iustin - Marinel Cionca - Arghir, as Project Beneficiary No 2 (hereinafter referred to as PB2),

Unitatea Administrativ - Teritoriala Judetul Timis / Timis County Council, Revolutiei din 1989 Boulevard, no.17, Timisoara, Timis County, 300034, Romania, tax identification number 4358029, represented by Mr. Calin - Ionel Dobra, as Project Beneficiary No 3 (hereinafter referred to as PB3),

DKMT Duna-Körös-Maros-Tisza Eurorégiós Fejlesztési Ügynökség Nonprofit Közhasznú Kft. / DKMT Danube-Kris-Mures-Tisa Euroregional Development Agency - Nonprofit Public Benefit Limited, Tábor street No. 7/B., Szeged, Csongrad County, 6722, Hungary, tax identification number 21803310-2-06, represented by Mrs. Eszter Anna Csókási, as Project Beneficiary No 4 (hereinafter referred to as PB4),

Mórahalom Város Önkéntes Tűzoltó Egyesület / Volunteer Firefighter Association of Morahalom City, Kölcsey street, no. 2, Mórahalom, Csongrad County, 6782, Hungary, tax identification number 18454318-1-06, represented by Mr. László Csányi, as Project Beneficiary No 5 (hereinafter referred to as PB5).

2. Objectives of the Communication Plan

The overall objective is to provide the project partnership with an overall guide for optimum project information / promotion / marketing during and after the implementation period.

Further on, the purposes of the ROHU72 Communication Plan are to:

- Set goals and aims for the general communication of the project and define the target groups. The project communication strategy (detailed at point 3 below) is thus oriented towards project's related field of intervention information and promotion in the benefit of a set of target groups during and after project implementation period.
- Ensure a good coordination between the partners in the communication and dissemination activities, jointly convey the message of ROHU72 and create a framework that allows the ROHU72 consortium and MA to measure the impact and effectiveness of the project's communication activities (detailed at point 3.1 below).

- Describe the promotion and dissemination activities to be developed during the project life cycle to emphasize key messages and meet the objectives set by the consortium, as well as describe the instruments, tools, resources and events that will be used in order to reach the communication objectives (detailed at points 3.2, 3.2.1 and 3.2.2 below).
- Provide project sustainable information and promotion during project implementation and after the project ending (detailed at point 3.2.2. below).

The Communication Plan is dynamic and may be updated according to new developments and needs.

The updates will be debated and agreed starting with the following project Joint Steering Committee meeting.

3. ROHU72 communication strategy

ROHU72 communication strategy is meant to accomplish AF assumed outputs and results, to ease project promotion within the operational phase and, particularly, is oriented to produce high quality information and promotion material, in line with the expectations of the participants and final addresses of the project, as well as project management authorities.

The success of the project communication activities mainly depends on the ability of the partners to convince target groups about the *innovative character* of the project.

The dissemination of ROHU72 should not be limited to application form, but should focus on spreading its results towards the identified direct/ indirect beneficiaries and target groups:

- Project staff and representatives of county level police headquarters, county level water management organisations, county level ambulance organisations, county level organizations

responsible for public health and epidemiology, county level environmental protection institutions, county level emergency response and disaster management committees, of volunteer intervention associations, citizens (890);

- Project staff and Teachers / Pupils / Supporting staff involved in educational events (590);
- Project envisaged area population that is benefiting from the procurement of the special intervention and operational vehicles / equipment (769456);

This way each partner should be committed to reach efficiency and effectiveness in communication, by using all the opportunities linked to the project's field of action to organize dissemination activities, extend cooperation, exchange knowledge and transfer know-how, but also to communicate the project results in their own language in their region.

3.1. Partners communication responsibilities

Communication and dissemination activities will focus on the key target groups and happen on different levels. In order to reach specific project objectives and target groups different communication and dissemination responsibilities have been set (throughout AF, Partnership Agreement):

- The Lead Beneficiary and all Project Beneficiaries shall inform the public, by means of the measures laid down in Annex XII of Regulation (EU) No 1303/2013, about the assistance obtained from the Funds.
- The Lead Beneficiary and all Project Beneficiaries are responsible for the implementation of the information and communication activities related to the non-refundable financial assistance received through the Programme.

- The Lead Beneficiary and all Project Beneficiaries shall ensure transparency and accurate information to the mass media on the projects financed under the Programme.
- Any notice or publication issued by the Beneficiary, in whatever form and by whatever medium, including the internet, must specify that it reflects the author's view and that the MA is not liable for any use that may be made of the information contained therein.
- All information and communication actions developed by the Project Beneficiaries (including the Lead Beneficiary) must observe the Visual Identity Manual (available on the Programme website: www.interreg-rohu.eu or on request at the Joint Secretariat).
- The Project Beneficiaries shall request beforehand the approval of the JS on all information and communication materials developed under the project, in line with the Visual Identity Manual.
- The publications edited within a project financed under the Programme shall include on the last page/ cover a technical box, with the following information: the project title, reference to the EU co-financing of the Programme, the editor of the material and the disclaimer "The content of this material does not necessarily represent the official position of the European Union. The responsibility for the content of materials belongs solely to the beneficiary.
- For all information and communication actions developed by the Project Beneficiaries, the Lead Beneficiary must ensure that they archive in a single place (hard copy and/or electronically) the documents related to these activities (e.g.: information and communication materials they produced, as printed materials, audio-video materials).
- The Lead Beneficiary is responsible to inform the Joint Secretariat regarding the information and communication measures taken in order to promote the projects financed under ERDF.
- The rules stipulated in the Visual Identity Manual are mandatory for the Lead Beneficiary and all Project Beneficiaries.
- By accepting the funding, the LB and the project beneficiaries give their acceptance for their inclusion in the list of projects published in accordance with Article 115(2) of Regulation (EU) No 1303/2013.
- The LB shall ensure the proper means of communication between the project and the Programme, including:

- participation, whenever requested, in LB trainings organized by the JS;
- participation, whenever requested, in other events organized by the Programme with the purpose of presenting/ discussing/ developing/ sharing project results and creating synergies with other projects and relevant organisations;
- providing a visible link on the project's website to the Programme website.

3.2. External communication

In addition to communication between partners, the ROHU72 strategy supports communication with other actors and the broader public. Direct communication foresees consistent contact with a variety of target groups, which implies presentations of the project in all relevant forums.

3.2.1. Direct communication of the whole partnership

Direct communication describes the communication between the ROHU72 partnership as a whole and the target groups through events and communication tools.

The package of communication activities of the project is permanent, during the implementation of the project. Project visibility will be ensured throughout project documentation, as well as through joint prepared events and specific promotion materials. PB's will jointly contribute and agree upon the content of the promotion materials.

Special emphasis will fall on the cross-border launching and closing conferences, each followed by press conferences organized in Timisoara (2), Arad (2) and Szeged (2).

LB - ADIVEST will coordinate the preparation and execution of these actions. All the other PB's will participate and contribute to these actions' achievement.

Audience target - 25 persons / conference, 150 persons in total.

3.2.2. Communication tools

Direct communication is complemented by other means, such as a corporate identity; online, print and audio-visual material and media relations.

To promote the objectives, activities and results of the project, project partners will realize 1 project set of promotional materials, composed of at least:

On the Romanian side, LP ADIVEST alongside service providers and after consultations with all PB's, will target the editing, printing, use and distribution of:

- Roll ups - 2; Banners - 2; Stickers - 250
- Project presentation leaflets - 3 languages - 750 pieces;
- Informative brochures - project status - 3 languages - 750 pieces;
- USB stick - 160 pieces;
- Pens - 160 pieces;
- Final results brochure - 3 languages - 750 pieces;
- 5 articles

On the Hungarian side, the overall information and promotion package will be completed by:

PB4 - DKMT will be responsible for the realization of 1 article, 1 Tv report, 1 radio spot dedicated to the project; PB5 - VFAM will realize - Project poster pcs 500, TV report pcs 1, newspaper article pcs 2, Programme stickers pcs 1,

all of them dedicated to the project.

All communication tools will be detailed within procurement documentation (especially TOR) at the level of LB, PB 4 and PB5.

Communication tools responsibilities:

All the described tools are complementary and will be distributed on both sides of the border in a proportional manner.

All PB's are responsible for collecting and archiving all different promotional material and promotional events info. LB will integrate these PB's archives in one project overall promotional activities dossier.

Other communication tools

Internet reference on all PPs websites

The five partners' websites and, in some cases, Programme website, will host information or will have a special section dedicated to the project. PB's will jointly formulate periodical 3 language newsletters and will update their websites, as well as they will promote project events within Programme website.

Photo documentation

Taking into account the foreseen number of technical reports and reimbursement claims of the project, PP's will aggregate their efforts in order to provide six photo documentations for the project evolution.

Sustainable communication tools after project ending

During project implementation and after the project ending the partnership will continue use, adapt and develop the project information package provided through the five partners' websites.

eMS Code	ROHU-72
Priority Axis	PA5 - Improve risk-prevention and disaster management
Investment Priority	Promoting investment to address specific risks, ensuring disaster resilience and developing disaster management systems
Project Title	Cross - border network for disaster resilience and emergency situations risks management
Lead Partner	Inter - Community Development Association for the Emergency Situations Management
Contact:	officeadivest@gmail.com ; Bogdan Mihaescu, Project Manager, 0727379678

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