

Communication plan template¹ with a practical example based on our video tutorial:

Specific communication objective	Target group(s)	Key messages	Activity	Output	Output indicator	Result	Result indicator	Timeline, responsible
Increased awareness among the waterside property owners on the eutrophication process in the Rivala/Alavir regions	Waterside property owners in Rivala/Alavir regions	We must take actions across borders for clean waters!	1. Organize information seminars for the target groups	6 information events delivered to target groups	Output indicator: Number of participants from target groups to the information events Baseline=0 Target=200 Source: signed participant lists	Increased participants' knowledge on the possible measures to reduce nutrients in the water bodies	Result indicator: % of participants able to name at least 1 measure to prevent eutrophication Baseline=20% Target=80% Source: short questionnaire/survey before/after the events	Q2, Lead partner
			2.
...

¹ The given indicative template is for illustrative purposes only. For a Communication Plan template, please, check with your Programme