**COMMUNICATION AND VISIBILITY PLAN**

Communication is an integral part of the project implementation. In the Communication and Visibility Plan the objectives, target groups, means, resources and indicators are shortly defined and described.

A separate timetable of the communication activities is created at a later stage.

**Objectives**

Define the most important communication objectives of the project.

For example:

* + The internal communication works well.
  + The project results are disseminated widely.
  + Etc.

**Target groups**

Define the target groups of the communication activities. Remember both internal and external target groups. Don’t forget to include the Managing Authority as a target group.

**Means**

Describe the means you are planning to use in communication, such as electronic and web-based tools, events, material etc.

**Resources**

Describe the human and financial resources reserved for the communication and visibility activities.

**Indicators**

Describe the indicators used for verifying the success of the communication activities.