

EU funds
for Malta

2014
2020



gozo
action
group

23, G.P.F, Aguis De Soldanis Street, Victoria, VCT 1032, Gozo

Communication Plan – Local Development Strategy for 2014 -2020

General and Continuous

Advertising is the most commonly tool used and widely discussed form of promotion probably because of its pervasiveness. The Gozo Action Group Foundation (GAGF) who perceives to attract and target as much people as possible sees advertising as a very important promotion tool. For the 2014-2020 period the LAG will make the utmost use of Facebook Page and interactive web site as these innovative tools have become the real key for success as of regular and continues updates on matters pertaining to the LAG. The GAGF Communication Plan proposed consist of the following:

- **Articles**

The GAGF will seek the possibility to write publicity articles in publications issued by the MESDC, MEAE and other related institutions such as MEUSAC and Local Councils.

- **Social Media**

The LAG will update the general public and promote its calls through its Facebook page, Gozo Action Group Foundation. This page can be easily accessed through the following link: <https://www.facebook.com/leadergozo.eu/>

- **GAGF Website**

The GAGF will make use of its website, www.leadergozo.eu as another source for information. The pre-call and launch of the official call will both be published on the website. In addition, the application form, guidance notes and other promotional material pertaining to the day-to-day administration will all be published on the website.

- **General Information**

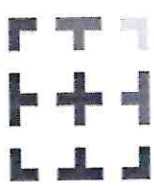
One may contact the LAG's personnel via email on info@leadergozo.eu or telephone number on (+356) 21550322. The LAG's offices can be found at *23, G.P.F Agius De Soldanis Street, Victoria*, with the opening hours being as from 7:30 to 16:00 (*Mondays-Fridays*)

- **GAGF Notice Board**

The adverts of each call, the preliminary and final lists of results together with other promotional material will be published on the LAG's notice board.

Gozo Action Group Foundation – Communication Plan (2014 – 2020)

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- **Local Councils**

GAGF public members (Local Councils) will publish the adverts of each call on their respective notice board.

Measure 1: Gozo in 21st Century Media

Pre-Call (28 days prior to the official launching of the call)

- The GAGF will identify the main stakeholders that may be interested in this action through previous and current bi-lateral meetings, past public consultation meeting's and one-to-one meetings.
- The LAG will send an email about the pre-call and the launching of the official call through the LAGs internal database. Reminders will be sent on a weekly basis.
- The GAGF will publish the pre-call by e-mail, on its website, notice board and Facebook page.
- An email will also be sent to all public and private members forming part of the LAG.
- In addition, an information seminar will be organised during this period. The seminar will provide the necessary information and guidance about the application. The potential beneficiaries will be invited for this seminar that will be also extended to all the interested stakeholders such as MA, ARPA, MEUSAC, and other technical experts.

Issue call (120 days)

- An information email about the call including amongst others the application form, and guidance notes will be sent to possible interested stakeholders.
- The application form along with the guidance notes will be uploaded on the LAG's website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published not more than 28 days prior to the official launching on one local newspaper (the highest circulated).
- GAGF will publish the call on its website, notice board and Facebook page.
- GAGF will also send an email to the LAG's public members (Local Council).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.

Gozo Action Group Foundation – Communication Plan (2014 – 2020)

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- The MA, ARPA, MUESAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG's website and notice board and FB Page.
- Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.
- Successful applicants will be informed with a letter of offer together with a draft copy of the contract agreement.
- Unsuccessful applicants will be notified with the rejection outcome by registered mail along with the list of results.
- After the appeals procedure, the final list of result will be published once again on the LAGs website, notice board and FB Page.
- Contracts, Evaluation Marks and Final list of results will be uploaded on the IACS system.

Measure 2: A Truly Holistic Gozitan Gastronomy

Pre-call (28 days prior to the official launching of the call)

- The GAGF will identify the main stakeholders that may be interested in this action through previous and current bi-lateral meetings, past public consultation meetings and one-to-one meeting.
- The LAG will send an email about the launching of the official call through the LAGs internal database. Reminders will be sent on a weekly basis.
- The GAGF will publish the pre-call on its website, notice board and Facebook page.
- An email will also be sent to all Local Councils forming part of the LAGs territory, to inform their respective organisations within their locality.
- An email will also be sent to all public and private members forming part of the LAG.
- In addition, an information seminar will be organised during this period. The seminar will provide the necessary information and guidance about the application. The potential beneficiaries will be invited for this seminar that will be also extended to all the interested stakeholders such as MA, ARPA, MEUSAC, and other technical experts.

Issue of call (120 days)

- An informational email about the call including amongst others the application form, and guidance notes will be sent to possible interested stakeholders. Reminders will be sent on weekly basis.
- The application form along with the guidance notes will be uploaded on the LAGs website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published not more than 28 days prior to the official launching on one local newspaper (the highest circulated).
- GAGF will publish the call on its website, notice board and Facebook page.
- GAGF will also send an email to the LAGs public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG's website and notice board and FB page.
- Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.
- Successful applicants will be informed with a letter of offer together with a draft copy of the contract agreement.
- Unsuccessful applicants will be notified with the rejection outcome by registered mail along with the list of results.
- After the appeals procedure, the final list of results will be published once again on the LAG's website, notice board and FB Page.
- Contracts, Evaluation Marks and Final list of results will be uploaded on the IACS system.

Measure 3: Gozitan Attractiveness and Innovative Events for All Seasons
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Pre-call (28 days prior to the official launching of the call)

- The GAGF will identify the main stakeholders that may be interested in this action through previous and current bi-lateral meetings, past public consultation meetings and one-to-one meetings.
- The LAG will send an email about the launching of the official call through the LAG's internal database. Reminders will be sent on a weekly basis.

- The GAGF will publish the pre-call on its website, notice board and Facebook page.
- An email will also be sent to all Local Councils forming part of the LAGs territory, to inform their respective organisations within their locality.
- An email will also be sent to all public and private members forming part of the LAG.
- In addition, an information seminar will be organised during this period. The seminar will provide the necessary information and guidance about the application. The potential beneficiaries will be invited for this seminar that will be also extended to all the interested stakeholders such as MA, ARPA, MEUSAC, VO Commissioner and other technical experts.

Issue of call (120 days)

- An informational email about the call including amongst others the application form, and guidance notes will be sent to possible interested stakeholders. Reminders will be sent on weekly basis.
- The application form along with the guidance notes will be uploaded on the LAGs website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published not more than 28 days prior to the official launching on one local newspaper (the highest circulated).
- GAGF will publish the call on its website, notice board and Facebook page.
- GAGF will also send an email to the LAGs public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG's website and notice board and FB page.
- Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.
- Successful applicants will be informed with a letter of offer together with a draft copy of the contract agreement.
- Unsuccessful applicants will be notified with the rejection outcome by registered mail along with the list of results.
- After the appeals procedure, the final list of results will be published once again on the LAG's website, notice board and FB Page.
- Contracts, Evaluation Marks and Final list of results will be uploaded on the IACS system.

Measure 4: Rejuvenating Gozo

Pre-call (28 days prior to the official launching of the call)

- The GAGF will identify the main stakeholders that may be interested in this action through previous and current bi-lateral meetings, past public consultation meetings and one-to-one meeting.
- The LAG will send an email about the launching of the official call through the LAGs internal database. Reminders will be sent on a weekly basis.
- The GAGF will publish the pre-call on its website, notice board and Facebook page.
- An email will also be sent to all Local Councils forming part of the LAGs territory, to inform their respective organisations within their locality.
- An email will be sent to the Malta Council for Voluntary Sector.
- Local Councils will be encouraged to inform any environmental NGO within their respective locality.
- In addition, an information seminar will be organised during this period. The seminar will provide the necessary information and guidance about the application. The potential beneficiaries will be invited for this seminar that will be also extended to all the interested stakeholders such as MA, ARPA, MEUSAC, VO Commissioner and other technical experts.

Issue of call (30 days)

- An informational email about the call including amongst others the application form, and guidance notes will be sent to possible interested stakeholders. Reminders will be sent on weekly basis.
- The application form along with the guidance notes will be uploaded on the LAGs website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published not more than 28 days prior to the official launching on one local newspaper (the highest circulated).
- GAGF will publish the call on its website, notice board and Facebook page.
- GAGF will also send an email to the LAGs public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG's website and notice board and FB page.
- Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.
- Successful applicants will be informed with a letter of offer together with a draft copy of the contract agreement.
- Unsuccessful applicants will be notified with the rejection outcome by registered mail along with the list of results.
- After the appeals procedure, the final list of results will be published once again on the LAG's website, notice board and FB Page.
- Contracts, Evaluation Marks and Final list of results will be uploaded on the IACS system.

Approved by:


Mr Joe Cordina
GAGF Chairperson


Mr Paul Scicluna
GAGF Secretary

