

## ETC-SEE Project



**Anchoring the Danube River Network of Protected Areas as  
Platform for Preservation of Danube Natural Heritage**

# Communication Plan

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**U. Grabner, G. Frank, M. Wagner**

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# The DANUBEPARKS STEP 2.0 project

The Network of Protected Areas within the Danube River Basin expands the co-operation, coordination, consultation and strengthens links between the national administrations of Protected Areas of Danube riparian countries. These are aiming to enhance nature conservation and wise management of natural and cultural heritage in and beyond the boundaries of Protected Areas at the Danube River.

After three years of successful cooperation in the frame of ETC-SEE DANUBEPARKS (2009-2012) and building the basis for long-term coherent nature protection work, the DANUBEPARKS STEP 2.0 project will serve now to anchor the network strongly on different levels (in the Protected Area administrations, in the regions, on political level), and to start implementation of joint Action Plans, as well as to achieve higher impact with well-established methods of work.

## Aims of the Network

Based on the principles of the Ramsar Convention and the Convention and Co-operation for the Protection and Sustainable Use of the Danube River (Sofia, 1994) the Declaration of Tulcea (2007) laid down the aims of the Network:

- enhance nature conservation of Danube River Protected areas
- professional management of the Danube Protected Areas
- exchange and promote expertise in the management
- improve knowledge of the status, the economic, social and environmental impacts and the management of the Danube Protected Areas
- actions for prevention, control and reduction of pollution in the floodplains and wetlands in the Danube basin
- promote awareness of the international importance of the Danube River
- promote sustainable development
- influence the implementation and future development of public policies

## DANUBEPARKS STEP 2.0 – Anchoring the Danube River Network of Protected Areas as Platform for Preservation of Danube Natural Heritage

The transnational project DANUBEPARKS STEP 2.0 has been developed based on the first transnational DANUBEPARKS project, which was implemented between April 2009 and February 2012.

The DANUBEPARKS STEP 2.0 project is again co-financed by the South East Europe (SEE) Programme. This EU-Programme is a unique instrument which, in the framework of the Regional Policy's Territorial Cooperation Objective, aims to improve integration and competitiveness in an area which is as complex as it is diverse.

The programme is supporting projects developed within four Priority Axes including "Protection and Improvement of the Environment" (Priority axis 2) with focus on "Promote cooperation in management of natural assets and Protected Areas" (Area of Intervention 2.3), highly relevant for the DANUBEPARKS Network.

The partnership was kept from the first project, and extended with many new partners (e.g. from Germany, Hungary, Croatia, Serbia, Romania and Moldova), with whom contacts were built up during the first three years of cooperation. It now contains 18 Protected Areas in 9 (out of 10) Danube countries.

Project management, Steering Committee, and the establishment of standing technical task forces will ensure active cooperation, communication, and the know-how transfer among Project partners. This will be the base for the implementation of project activities, focusing on the following activities:

1. STEP 2.0 – Sustainable Transnational Environmental Platform (Anchoring the Danube River Network of Protected Areas by extension of the network, building up network leaders, cooperation with policy and other stakeholders, and creating a long-term structure for the network)
2. Flagship Species go for Stakeholders (Implementing the “Perspectives for Danube Floodplain Forests” with actions for the flagship species Black Poplar; implementation planning for the “Action Plan for White-tailed Eagle along the Danube River”; and cooperation with the wide public and important stakeholders for both flagship species)
3. River Morphology goes Policy (Building on the “Danube-wide Monitoring of Indicator Species for river dynamics” and the “Joint Strategy on Navigation and Conservation”: Integrating the Danube-wide Monitoring into the Joint Danube Survey; Creating a transnational Action Plan for River Dynamics; Cooperation with Navigation stakeholders)
4. Building Joint Quality for Joint Tourism Services (Implementing the “Positioning and Action Plan for Tourism, Environmental Education and Regional Development, with planning a DANUBEPARKS Visitor Centre, implementing and assessment tour and developing quality criteria for nature tourism offers, and implementing pilot projects of transnational relevance)

Fostering an integrated approach of managing Protected Areas, the project will involve a wide range of local, national, and international stakeholders. A main focus will be on raising public awareness on the common natural heritage of the Danube and the dissemination of project results. The established framework of the "Danube River Network of Protected Areas", the close cooperation with stakeholders, and the establishment of a working structure for the future will ensure continuous transnational cooperation in the long term.

In the project period between October 2012 and September 2014, the ETC-SEE project DANUBEPARKS STEP 2.0 is to invest a project budget of 2.2 Mio € for the conservation and sustainable development of the natural heritage at the Danube river.

## The purpose of the communication plan

The DANUBEPARKS STEP 2.0 project involves 14 partner organisations from 8 different countries, and 3 additional partner organisations from 2 countries (making a total of 9 countries) that actively participate in the project without receiving co-financing. All these partners have their own specific local situation and stakeholders, they need to coordinate their project relevant activities and they need to communicate the philosophy and the activities of this project to their relevant target audiences.

The success of the Project DANUBEPARKS depends to a high degree upon effective and intense communication both internally among the partners and externally with relevant stakeholders and the general public.

Such communication needs to be strategically planned and cooperatively and systematically implemented by all project partners. The purpose of this communication plan is to provide an overview

of this strategic communication design and the basis for a joint understanding of the upcoming tasks and responsibilities of all partners involved.

This communication plan builds up on the frame conditions and communication guidelines defined in the SEE Implementation Manual and the SEE Programme Visual Identity Guidelines.

## Communication objectives

The main communication objectives are:

- Exchange of information, knowledge and experience among Danube Protected Areas
- Raise public awareness for the aims and activities of the project
- Disseminate project results and experiences to all important stakeholders
- Strengthen the common identity of the DANUBEPARKS Network
- Ensure efficient implementation of DANUBEPARKS STEP 2.0 by smooth internal communication

## Core messages

In order to reach the above-mentioned objectives, five core messages should be kept in mind while communicating with the below outlined target groups. These are:

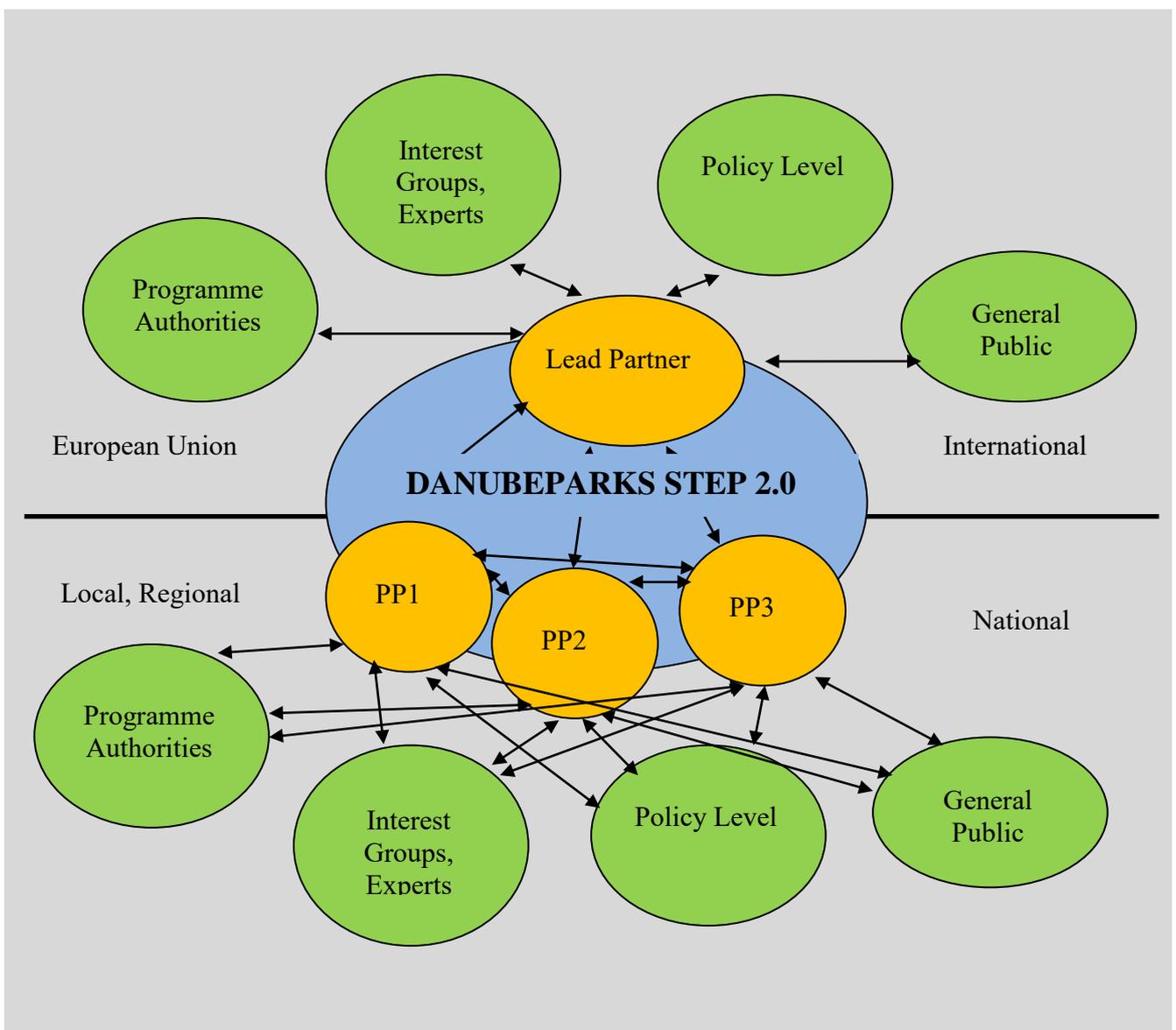
- The Danube River is first and foremost a natural phenomenon, hosting invaluable biological diversity, which needs our protection and restoration.
- The Protected Areas along the Danube River are key players in the protection and restoration of the Danube's natural heritage.
- For nature protection along an international river, activities in the main fields of work need to be streamlined.
- For protecting the Danube's nature, our work needs to focus on the connectivity of large undisturbed natural habitats, and on natural river dynamics as the basis for an intact river and floodplain system.
- For achieving our aims, we need to make sure to integrate the needs of other stakeholders and cooperate closely with them. Navigation and waterway management, forestry agencies, tourism industry, as well as individuals using the natural areas for leisure-time purposes are the most important cooperation partners at the moment.

# Target groups

The project DANUBEPARKS has several distinct target groups with different communication objectives and needs. In the following table / graph, the target groups are described according to their thematic interests and/or most distinct roles, as well as by their geographical scope.

Each and every partner within the project DANUBEPARKS STEP 2.0 is responsible for the internal project communication (Lead Partner as well as directly with other project partners) and for the communication towards their regional and national stakeholders. The communication should however be based upon joint publications and project results, as well as the joint messages. Also, the aim is to integrate these national stakeholders into transnational debates.

The Lead Partner (Donau-Auen National Park) is responsible for the coordination of the project communication (also in the position as responsible partner for Work package 2: Communication activities). Crucial for efficient project implementation is the permanent internal project communication, to be coordinated by the Lead Partner and to be implemented actively by all PP. Beside this, in particular direct internal communication with stakeholders on European and international level as well as on ETC-SEE program level (e.g. JTS) are under the responsibility of the Lead Partner. Still, also on this level the input of all project partners is often required, although information is channeled through the Lead Partner and he acts as the main contact point for externals.



	Regional / National level	European /International Level
Project Partners and Observer Partners	National observer partners, staff of protected area administrations, other project partners	Observer partners with international scope of work, project partners
Programme Authorities	National Contact Points, FLCs	JTS ETC-SEE, Monitoring Committee
General public	Local population, visitors of Protected Areas, regional and national newspapers	Visitors of Protected Areas before travel, Interested public, foreign newspapers
Interest Groups, Experts (nature protection, forestry, inland navigation, tourism)	Forestry agencies, waterway administrations, environmental NGOs, universities, local businesses, regional tourism offices, other interest groups on local, regional and national level, national special interest magazines	International NGOs (Birdlife International, WWF Europe, WWF DCP, etc)  International Networks of Interest Groups (e.g. NEWADA, Danube Competence Center)  International special interest magazines
Policy Level	Local /regional /national politicians and public administration staff (e.g. Ministries for environment, water, forestry, navigation, and tourism; Mayors; county administration, etc)	EU Institutions, international institutions (e.g. ICPDR; EUSDR PA1, PA3, PA6; MEPs; European Commission ; EU newspapers)

## Project and Observer Partners

The project partners are:

- Danube Delta Biosphere Reserve Authority, Romania
- Rusenski Lom Nature Park Directorate, Bulgaria
- Persina Nature Park Directorate, Bulgaria
- Djerdap National Park, Serbia
- Vojvodinasume, Serbia (representing Gornje Podunavlje Special Nature Reserve)
- Lonsjko Polje Nature Park, Croatia
- Kopacki-rit Nature Park, Croatia
- Duna-Drava National Park Directorate, Hungary

- Duna-Ipoly National Park Directorate, Hungary
- Fertő-Hanság National Park, Hungary
- BROZ – Bratislava Regional Association for Nature Conservation and Sustainable Development, Slovakia (representing Dunajske Luhy Landscape Protected Area and Zahorie Landscape Protected Area)
- Donau-Auen National Park, Austria
- City of Ingolstadt
- District of Neuburg-Schrobenhausen (together with CoI, representing the Danube Floodplain Forest Neuburg-Ingolstadt)

Three observer partners are being treated like project partners, as they are Protected Areas as well and the differentiation is only due to administrative and funding reasons. These are:

- Iron Gates Natural Park Administration, Romania
- Galati Association of Fishermen (representing the Prut Natural Park in Romania)
- Agency Moldsilva (representing Lower Prut Nature Reserve in Moldova)

The responsibility for communication among and with project partners is shared. The Lead Partner needs to ensure a continuous communication flow to all project partners about the current implementation status, however also the project managers from other project partners need to ensure the same for the activities and work packages they lead and implement.

All project managers or project implementation teams within each single project partner will guarantee sufficient information flow to and integration of the complete staff of the respective project partner.

#### Specific communication objectives for Project Partners

- DANUBEPARKS STEP 2.0 project managers (Lead Partner) communicate effectively with all project partners on all project related issues
- Project partners are well informed about the actual status and activities of the project
- Work package leaders and activity leaders communicate actively with all other project partners and coordinate successfully the project related activities that they are responsible for
- The staff of all Protected Areas in the project is well aware about the DANUBEPARKS project, the general design and the current status of implementation
- The DANUBEPARKS STEP 2.0 project strengthens the established joint identity for the common goals of Danube Nature protection among all project partners

The Observer partners on national level, for which the respective project partners located in the specific country are responsible, are:

- MA49 – Vienna City Administration Municipal Department 49 Forest
- SOP SR – State nature protection of Slovak Republic
- PZZP – Institute for Nature Conservation of Vojvodina Province, Serbia
- MoC – Ministry of Culture, Croatia
- BMLFUW – Ministry of Agriculture, Forestry, Environment and Water Management, Austria
- StMUG – Bavarian State Ministry of the Environment and Public Health, Germany

- EFA – Executive Forest Agency, Bulgaria
- MZSSP – Ministry of Environment, Mining and Spatial Planning, Serbia

The observer partners with international scope of work, where the Lead Partner is responsible for continuous information and communication (based on input from all project partners), are:

- ICPDR – International Commission for the Protection of the Danube River
- ALPARC – Task Force Protected Areas / Permanent Secretariat of the Alpine Convention
- APNPC – Piatra Craiului National Park Administration (representing the Carpathian Network of Protected Areas, being the Lead Partner of their main EU-funded project)
- ISCC-UNEP – Interim Secretariat of the Carpathian Convention, UNEP Vienna
- IRSNC - Institute of the Republic of Slovenia for Nature Conservation (representing the NATREG project, co-financed by ETC-SEE in the 1<sup>st</sup> call for proposals)
- Via donau – Austrian Waterway Administration (representing the NEWADA Duo project, the Network of Waterway Administrations along the Danube)

Communication objectives for the Observer Partners

- The representatives of the Observer Partners are well informed about the actual status and activities of the project and are in a position to get involved into project activities more intensively at any time if necessary
- The Observer Partners representing international networks are actively participating in the project by providing their experiences, know-how, and networks for dissemination of results

## ETC-SEE Programme Authorities

The relevant ETC SEE Programme structures on national level (responsibility of each single project partner based in this country) are:

- the National Contact Points (see [http://www.southeast-europe.net/en/contacts/national\\_contacts/](http://www.southeast-europe.net/en/contacts/national_contacts/))
- the national representatives in the SEE Monitoring Committee
- First Level Control of each Project Partner

The relevant ETC SEE Programme structures on international level (responsibility of the lead partner with inputs from all project partners) are:

- the relevant staff of the ETC SEE Programme in the JTS

Communication objectives for ETC-SEE Programme Authorities

- The ETC SEE Programme structures are well informed about the on-going activities of the DANUBEPARKS STEP 2.0 project.
- There is a constructive dialogue between the responsible staff of the Lead Partner and the staff of the ETC-SEE Secretariat in order to assure a smooth implementation of the project.
- The ETC SEE Programme structures including their national levels dispose of adequate information about the project for further promotion of the DANUBEPARKS project.
- The ETC SEE Programme structures including their national levels appreciate the activities and the professional project management of the DANUBEPARKS project.

## General public

The relevant groups of the general public that can be informed on national or regional level, thus being in the responsibility of each single project partner, are:

- Local population in and around the protected area
- Visitors to the protected area and its information centres
- Interested public from the same country
- Local, regional and national media to inform the general public

The relevant groups of the general public that can be reached by international work, thus being the responsibility of the lead partner (with input from all project partners), are:

- (Foreign) visitors to the protected areas before planning their travel
- Media from non-Danube countries
- Interested public from non-Danube countries

Communication objectives for the General Public:

- All persons in direct relation with one of the Protected Areas of the project (local population, visitors) are informed about the DANUBEPARKS STEP 2.0 project, its objectives and activities
- All persons interested in visiting a Protected Area along the Danube are able to find consolidated information on them as well as on the DANUBEPARKS STEP 2.0 project
- The media in all Danube countries is informed about the DANUBEPARKS STEP 2.0 project and repeatedly covers its activities in their issues

## Interest groups and experts

The relevant interest groups and experts that can be informed on national or regional level, thus being in the responsibility of each single project partner, are:

- Local, regional and national environmental and nature protection NGOs
- Universities in the proximity of protected areas and in the Danube country capitals
- Local, regional and national forest administrations
- Local and regional hunting and fishermen associations
- National waterway administrations
- National inland navigation interest groups and associations
- Local and regional tourism enterprises and businesses with related interests
- Regional and national tourism associations and marketing organizations

The relevant interest groups and experts that can be reached by international work, thus being the responsibility of the lead partner (with input from all project partners), are:

- Network of Danube Waterway Administrations (NEWADA) and the related team for implementation of ETC-SEE project NEWADA Duo

- International NGOs such as Birdlife International, WWF Danube Carpathian Programme, and similar
- International tourism and destination marketing associations such as Danube Competence Center or Danube Tourist Commission
- International networks of universities and internationally working researchers for all tackled issues

Communication objectives for Interest Groups and Experts:

- All relevant people from local, regional, national and international interest groups and experts are informed in general about the DANUBEPARKS STEP 2.0 project, its objectives and activities, and in detail about the fields of work relevant for them
- All relevant people from local, regional, national and international interest groups and experts are informed about cooperation and participation opportunities for them in the DANUBEPARKS STEP 2.0 project and actively using these
- All relevant people from local, regional, national and international interest groups and experts are informed about the main outputs and results of the DANUBEPARKS STEP 2.0 project in their field of work and supporting these
- All relevant people from local, regional, national and international interest groups and experts view the DANUBEPARKS Network as a competent and important cooperation partner and are thus interested in further cooperation with the DANUBEPARKS Network after the end of the project

## Policy Level stakeholders

The relevant policy stakeholders that can be informed on national or regional level, thus being in the responsibility of each single project partner, are:

- Mayors of villages and towns in and in close proximity to the Protected Areas within the DANUBEPARKS STEP 2.0 project
- Regional administrations of the Protected Area regions responsible for environment, forestry, navigation, water, and tourism
- Ministries of all Danube countries responsible for environment, forestry, navigation, water, and tourism

The relevant policy stakeholders that can be informed on international level, thus being in the responsibility of each single project partner, are:

- The ICPDR including all relevant working groups and all national representatives participating in these
- The EU Danube Region Strategy including the for DANUBEPARKS STEP 2.0 important Priority Areas 6 (Biodiversity), 3 (Culture and Tourism), 1 (Transport including Inland Navigation) with their Priority Area Coordinators and national representatives participating in the Steering Groups of these PAs
- The relevant Directorates General and departments within the European Commission
- The relevant MEPs from Danube countries

Communication objectives for Policy Stakeholders:

- ❑ All relevant politicians and public administrations on local, regional, national and European level are informed about the DANUBEPARKS STEP 2.0 project, its objectives and activities
- ❑ Policy makers perceive the DANUBEPARKS STEP 2.0 implementation team as competent experts in their fields of work and actively ask for their support in relevant policy development and implementation phases
- ❑ Policy makers show their support for the DANUBEPARKS STEP 2.0 project and the Danube River Network of Protected Areas in general by public action (e.g. participation in events, quotes in publications, etc)

# Communication activities

For the proper communication with the various target groups a bundle of communication activities is envisaged. These activities are grouped as

- Internal communication
- Network communication material
- Events
- Other communication actions

## Internal communication

The DANUBEPARKS project is of very high complexity. The various work packages are coordinated by different project partners and different staff members in the partner organizations need to actively contribute to implementation. Furthermore, the ETC-SEE programme office as well as the National Contact Points and FLCs need to be well informed about the project development in order to assure sound project management.

This high complexity and the many people involved require professional and coordinated internal communication activities and intense networking of all partners.

Among the planned networking and internal communication activities are:

### Internal rules of communication

In order to assure a smooth communication among all project partners and to assist those responsible for specific work packages, activities or events, internal rules of communication will be discussed and jointly developed at the act. 3.1. "Building up network leaders".

Responsibility: DANUBEPARKS project assistant (M. Wagner)

Time: October 2012

### Intranet platform

Within the project website a restricted (password-protected) area for the Project Partners has been established. It was set up already during the project DANUBEPARKS (2009-2012) and will be used further for the implementation of the DANUBEPARKS STEP 2.0 project.

The intranet will be adapted to the slightly changed project partnership (i.e. new logins created, old ones deleted, marking of documents as belonging to the new partners enabled) within the first months of DANUBEPARKS STEP 2.0.

On this platform all relevant internal documents of the various work packages and the project in general are accessible for all partners. Furthermore, a common calendar for events and meetings is established, space for uploading pictures of events in order to support the press communication is provided, and a joint phone book eases direct contacts.

Responsibility: DANUBEPARKS project assistant (M. Wagner)

Time: adaption to slightly changed project partnership in 1<sup>st</sup> period, introduction to new partners in 1<sup>st</sup> period, continuous use in all five periods.

### Regular internal newsletters

For regular information of the (staff of the) project partners, the observer partners and the ETC-SEE programme management staff, an internal e-newsletter will be published regularly (monthly, but bi-monthly in holiday seasons). This e-newsletter will inform about on-going project activities and information from partners with relevance for the whole network.

Responsibility: DANUBEPARKS project assistant (M. Wagner)  
Time: first sending in the first period, continuous activity

### Regular meetings by steering committee and WP task forces

The necessary meetings of the staff participating in the activities of the various work packages and of the partner representatives in the project steering committee will be held alternating on the sites of all project partners. These meetings will be designed in such a way that apart from the meetings (focusing on joint planning and implementation of project activities) also explanatory visits to relevant installations and activities of the partners are scheduled to ensure continuous experience exchange on all project-relevant topics.

Responsibility: Work Package Leaders (G. Frank, U. Grabner, G. Kiss, R. Sakic, G. Morozov) and steering committee leader (to be designated at the 1<sup>st</sup> Steering Committee Meeting)  
Time: regular (as foreseen in the activity planning of WP1 and WPs 3-6)

### Study visits and staff exchanges

Apart from the project-wide meetings as described above, which also involve study visits on project-relevant topics, bilateral or trilateral study visits and staff exchanges are an important tool for in-depth experience exchange, joint planning of project activities, improving communication and cooperation between the project partners, and involving a larger group of staff into the networking activities than just the project leaders and implementation team.

Study visits and staff exchanges will therefore continuously be planned and implemented for experience exchange on project-relevant topics and/or detailed preparation of project activities.

Responsibility: Project Managers (S. Geissler, T. Schneider, G. Frank, P. Surovec, A. Fersch, G. Kiss, T. Parrag, D. Mikulic, G. Gugic, R. Sakic, M. Milenkovic-Srbulovic, D. Karakasheva, V. Petrova, G. Morozov)  
Time: continuous from 1<sup>st</sup> to 5<sup>th</sup> period

### Project reports

Project reports are produced according to the contractual obligations. These progress reports are coordinated by the project manager with substantial inputs from all project partners. Each project partner will assure the reporting towards their FLCs and NCPs.

- Responsibility: Project Managers (S. Geissler, T. Schneider, G. Frank, P. Surovec, A. Fersch, G. Kiss, T. Parrag, D. Mikulic, G. Gugic, R. Sakic, M. Milenkovic-Srbulovic, D. Karakasheva, V. Petrova, G. Morozov)
- Time: continuous from 1<sup>st</sup> to 5<sup>th</sup> period (once per period)

## Network communication material

On central level the standards for project related communication will be defined (logotype, CD manual). These standards will assure a harmonized presentation of all project related activities and will support the strengthening of the DANUBEPARKS identity and the recognition of the DANUBEPARKS STEP 2.0 activities and outputs by external stakeholders.

Furthermore the communication backbone of the project (website including photo archive, network brochure and final report, different marketing materials, etc.) will be organized on central level: A full set of basic standard Information and Marketing Materials will be produced.

These standard information materials about the project, the partners and the activities will be translated by the project partners into their national languages, and will be utilized by the partners on the various project related activities as well as within the premises of the partner organisations.

### Project logotype

A project logotype is developed, that recognizes on the one hand the already established identity of the DANUBEPARKS Network, and on the other hand differentiates the current DANUBEPARKS STEP 2.0 project from the previous DANUBEPARKS project. This logotype will be used on all project outputs and results, alternating with the general DANUBEPARKS logo, depending on whether the project or the network should be in the center of attention. (See annex to Communication Plan)

- Responsibility: DANUBEPARKS communication manager (U. Grabner)
- Time: October 2012; continuous use

### Project CD Manual

A project CD Manual is developed that defines the basic lay-out rules for project related publications and materials. As a minimum, it should contain the definition of colors to be used, the fonts to be used, and general guidance on the design of both scientific publications and layman's brochures (see annex to Communication Plan).

- Responsibility: DANUBEPARKS communication manager (U. Grabner)
- Time: October 2012

### DANUBEPARKS Project website

The website [www.danubeparks.org](http://www.danubeparks.org), developed in the project DANUBEPARKS (209-2012) will be further used also for communication of the activities and results of the DANUBEPARKS

STEP 2.0 project, as it can already count on popularity among stakeholders, thus supporting the dissemination of results. The website provides easily accessible basic information about the DANUBEPARKS STEP 2.0 project for an interested public and contains all project outputs.

For differentiating between the project and the network, a separate page under "DANUBEPARKS" will be added, called "STEP 2.0", with information on this project. The results and activities will be described in the already established activities section, in a separate paragraph dealing only with the plans and achievements of the DANUBEPARKS STEP 2.0 project.

All project partners have a login to add the national language translation of the static parts, to update the description of their protected area, and to update the tourism offers of their protected area on the tourism platform.

Responsibility: DANUBEPARKS Project Assistant (M. Wagner), project managers (S. Geissler, T. Schneider, G. Frank, P. Surovec, A.Fersch, G. Kiss, T. Parrag, D. Mikulic, G. Gusic, R. Sakic, M. Milenkovic-Srbulovic, D. Karakasheva, V.Petrova, G.Morozov)

Time: Adaption by end of 2012; continuous updates

#### **DANUBEPARKS Master Slide**

As agreed at the 1<sup>st</sup> Steering Committee Meeting, the use of standardized Master Slides for powerpoint-presentations about DANUBEPARKS STEP 2.0 is recommended and will be provided by the Lead Partner.

Responsibility: DANUBEPARKS Project Assistant (M. Wagner)

Time: 1<sup>st</sup> period

#### **DANUBEPARKS photo archive**

The website [www.danubeparks.org](http://www.danubeparks.org) will be extended with an online photo archive, which on the one hand will ease project communication, as it makes enough high-quality photos available for press releases, brochures, etc., and on the other hand helps external stakeholders (e.g. media) to report about the DANUBEPARKS STEP 2.0 project.

Responsibility: DANUBEPARKS Project Assistant (M. Wagner)

Time: 2<sup>nd</sup> period

#### **DANUBEPARKS Facebook page**

The Facebook page of the DANUBEPARKS Network will be used for disseminating information on the project DANUBEPARKS STEP 2.0 as well. The goal is to keep followers interested and up to date with regular (weekly or bi-weekly) postings, to ensure sharing of our information by partner organizations, and to raise the number of our followers from currently just over 200 to a total of 1.000 at the end of the project. The communication via FB will follow the social media strategy included in the Annex 4.

Responsibility: DANUBEPARKS Project Assistant (M. Wagner)

Time: 2<sup>nd</sup> period

### Project map

A map of the Danube indicating the areas of all project partners is produced. This map was used already during the first project and soon became an unofficial logo of the network. It will be adapted to the new project (project logo, new partners) and made available to all partners in format A0 or A1.

Responsibility: DANUBEPARKS communication manager (U. Grabner)

Time: October 2012

### Project roll-up

A roll-up will be produced for offering basic project information (partners, website). The roll-up will be used especially for mobile presentations such as exhibitions, events, festivals, etc.

Responsibility: DANUBEPARKS communication manager (U. Grabner)

Time: 1<sup>st</sup> period

### Project folder

**A project folder** will be produced that contains the basic information about the project, the partners involved and the activities that will be implemented. It will be produced in an easy-to-read format (e.g. magazine style) to gain the interest also from laymen and local population, additional to expert stakeholders of the project.

This project folder will be produced in English; translation into all partner languages (German, Slovak, Hungarian, Croatian, Serbian, Bulgarian, and Romanian) is foreseen.

Responsibility: DANUBEPARKS communication manager (U. Grabner)

Time: 1<sup>st</sup> period English version, 2<sup>nd</sup> period national languages versions

### DANUBEPARKS Book

A book about the Protected Areas along the Danube will be produced, including photos from the past and present floodplains to demonstrate the changes that have taken place and symbolize the aims to restore habitats as natural as possible. Also, this book will give opportunity to present in much more details the aims, the work, the species and habitats of the Protected Areas along the Danube, than it is possible in brochures or website.

Responsibility: Duna-Ipoly NP Project Manager (G. Kiss)

Time: 4<sup>th</sup> period

### DANUBEPARKS Calendar

In order to raise awareness on the aims of the DANUBEPARKS STEP 2.0 project and the activities of the Protected Areas along the Danube, a communication tool is needed that stays within the view of the general public for a longer time, and that actually fulfills more functions than just information. A calendar has been chosen as being appropriate for this, and will be produced and then distributed both within the Protected Area visitor centres as well as via external cooperation partners. The calendar will use high-quality photos (e.g. some of those

that are produced for the online photo archive) and printed in high resolution, with additional information on the network and its activities.

Responsibility: Danube Delta BRA Communication Manager (L. Ivancenco)

Time: 3<sup>rd</sup> period

### Final project brochure

In order to present to the public and all stakeholders in a consolidated and easy-to-digest format the activities, outputs and achievements of the DANUBEPARKS STEP 2.0 project, a final project brochure will be published. It will be produced in English by the lead partner, and will possibly be translated to national languages if partners foresee this.

Responsibility: DANUBEPARKS Communication Manager (U. Grabner)

Time: 5<sup>th</sup> period

### External Newsletter

All stakeholders as well as the interested general public need to be informed regularly about the milestones reached within the project implementation, as well as about upcoming events where they could participate and get engaged. The external e-newsletter, to be published quarterly, is the tool that will be used for this. It will include information on project activities and progress, invitation to upcoming events, and in-depth information about specific project themes in each edition.

Responsibility: DANUBEPARKS Project Assistant (M. Wagner)

Time: 1<sup>st</sup> to 5<sup>th</sup> period

### Promo items (pens, bags)

For use in conferences and handing out little gifts reminding of the DANUBEPARKS STEP 2.0 project and the DANUBEPARKS Network to external stakeholders in meetings, BROZ will produce for the partnership pens and textile bags as give-aways. They will be distributed to all project partners at the beginning of the project for their use throughout the two years implementation time.

Responsibility: BROZ Project Manager (P. Surovec)

Time: October 2012

## Events

Several events for different target groups will be implemented, as central points for presentation of the network and DANUBEPARKS STEP 2.0 project activities, for discussion of vital questions of nature protection, for environmental education, and for strengthening closer cooperation with important stakeholders. The Application Form SEE/D/0165/2.3/X describes the project events and

### **Kick-Off Meeting including EUSDR Stakeholder Conference**

Already in the first month of project implementation, the Kick-Off Meeting will take place in Neuburg and Ingolstadt (Germany). Aside the internal kick-off meeting, steering committee meeting, and tourism task force meeting that are taking place at this occasion, also a half-day Stakeholder Conference is organized jointly with the EUSDR PA6 (Biodiversity) Coordinator.

Responsibility: Col and LKR N-S Project Managers (S. Geissler, T. Schneider)

Time: October 22<sup>nd</sup>-24<sup>th</sup>, 2012

### **Art Projects & Exhibitions**

The visitor centers or other locations of project partners will be used to promote the idea of DANUBEPARKS STEP 2.0 by showing the beauty and variety of nature in Danube regions. It is planned to exchange already produced mobile exhibitions (e.g. the DANUBEPARKS poster exhibition from Duna-Dráva National Park, exhibitions about single protected areas, etc) and also to produce two more editions of the international A Chance for the Blue Danube Exhibition, based on the posters submitted by schools pupils from all Danube countries within the art competition.

Responsibility: DDBRA Communication Manager (L. Ivancenco)

Time: 1<sup>st</sup> to 5<sup>th</sup> period

### **International Danube Festival Danube-Delta**

The yearly event for the general public, bringing all Protected Areas participating in the project to one specific Protected Area and thus bringing also the transnational cooperation in nature protection to the local population of the area, will again be the International Danube Festival. In September 2013, it will take place in the Romanian Danube Delta.

Responsibility: DDBRA Communication Manager (L. Ivancenco)

Time: September 2013

### **Joint Danube Survey Events**

The ICPDR will again organize events for the general public, raising awareness for the ecological status of the Danube in all countries. The DANUBEPARKS Network will participate there in several locations, promoting the Danube-wide Monitoring of Indicator Species implemented within the DANUBEPARKS STEP 2.0 project and raising awareness for dynamic river habitats.

Responsibility: DANUBEPARKS Project Manager (G. Frank), all Project Managers (S. Geissler, T. Schneider, G. Frank, P. Surovec, A. Fersch, G. Kiss, T. Parrag, D.

Mikulic, G. Gugic, R. Sakic, M. Milenkovic-Srbulovic, D. Karakasheva, V. Petrova, G. Morozov)

Time: September 2013

### **Cross-sectorial Conference on Nature Protection and Navigation**

In order to improve the dialogue between such conflicting fields as nature protection and waterway administration /navigation, which despite all conflicts have also many win-win-opportunities, a conference bringing together nature protection stakeholders (DANUBEPARKS STEP 2.0) and navigation stakeholders (NEWADA Duo) will be organized in Vienna.

Responsibility: DANUBEPARKS STEP 2.0 Project Manager (G. Frank), NEWADA Duo Project Manager (M. Schedlbauer)

Time: September 2013 (maybe to be postponed to October 2013)

### **Transnational Winter Count**

The White-tailed Eagle is a flagship species for the DANUBEPARKS Network since the beginning, and also in the DANUBEPARKS STEP 2.0 project further conservation and planning work is done. One of the implementation measures is the Danube-wide winter count, an important monitoring activity. It will be done with participation from the interested public, to raise awareness for the needs of this species, for the work of the Protected Areas, and to let local people and laymen ornithologists engage with nature protection actively.

Responsibility: DDNPD Project Manager (T. Parrag)

Time: January 2014

### **Cross-sectorial Conference on Forest Management**

A new flagship species within the DANUBEPARKS STEP 2.0 project is the Black Poplar. In order to transfer results and experiences from a series of concrete monitoring and conservation measures, and to discuss forest management in general with the most important stakeholder – forest administrations – a cross-sectorial conference will be organized by Vojvodinasume. They have been chosen both as work package leader and as organizer for the conference, as they are at the same time forest administration and Protected Area managers, thus perfectly suitable for building bridges between the two sectors.

Responsibility: Vojvodinasume Project Manager (R. Sakic)

Time: April 2014

### **Forestry Study Trip**

As a follow-up to the Forestry Conference, and as an offer for in-depth discussion and experience exchange among different forestry administrations of the Danube countries, a forestry study trip will be organized for the forest administrations of the Danube countries (active in the Protected Areas of the DANUBEPARKS Network). The study trip will take place in Donau-Auen National Park and in close cooperation with the Vienna City Administration Municipal Department 49 Forest (Observer Partner 9) and the Austrian Federal Forests.

Responsibility: DANUBEPARKS STEP 2.0 Project Manager (G. Frank)

Time: June 2014 (exact date still to be defined)

### **International Danube Festival Bodrog**

Also in 2014, an International Danube Festival will be organized by one of the partners, this time it will be Vojvodinasume to organize it, in cooperation with the organizers of the well-established and very popular Bodrog Festival in Backi Monostor

Responsibility: Vojvodinasume Project Manager (R. Sakic)

Time: August 2014

### **Final Conference**

The Final Conference serves to bring together the project partners with all stakeholders of the project (forest administrations, navigation sector, politicians and public administration, tourism stakeholders) and the interested public. At this occasion, the results and achievements of the project will be presented and an outlook given to the future of nature cooperation along the Danube.

Responsibility: DINPI Project Manager (G. Kiss)

Time: September 2014

### **Other communication actions**

Several important communication actions will take place additionally, which can not be summarized under the before-mentioned headings.

### **Media and stakeholder contact list**

A list of relevant media contacts will be compiled by each project partner and on central level by the Lead Partner. With this media contact list it will be possible to effectively distribute information about the project and its activities. This contact has to be up-dated regularly.

Responsibility: DANUBEPARKS project assistant (M. Wagner) & responsible manager of work package 2 (U. Grabner)

Time: December 2012

### **Press releases**

For all major events (e.g. invitations and reviews of conferences and festivals) and all major achievements (e.g. publications of studies), press releases are planned. The major events and publications will be spread to the media in all country, by the implementing partner providing a press release in English, which can be used by all project partners as the basis for their national sending. Additionally, partners will send out press releases for activities that are important for their specific stakeholders or in their national setting.

Responsibility: Communication managers of all project partners (S. Geissler, T. Schneider, U. Grabner, P. Surovec, A. Fersch, G.Kiss, E. Buchert, R. Maruzic, V. Hima, R. Sakic, M. Milenkovic-Srbulovic, D. Karakasheva, V. Petrova, L. Ivancenco)

Time: regular, in accordance with implementation of project activities

### **Press conferences and press journeys**

At the beginning and the end of the project, press conferences are planned. Additionally, it is planned to for the first time implement a trilateral press journey (AT-SK-HU), to test the interest of journalists for this type of events and to trigger more in-depths articles about the Protected Areas of the Danube.

Responsibility: DANUBEPARKS communication manager (U. Grabner) and project assistant (M. Wagner)

Time: October 2012, Spring 2013, September 2014

## Responsible contact persons

Each of the project partners has nominated a responsible person for project communication. The overall coordination and steering of all project communication activities is done by the Task Manager of Work Package 2 "Project Communication".

These communication contacts coordinate their activities and they are also the first contacts for any project related inquiries and media contacts.

Name	Project Partner	email	Phone
Ursula Grabner	NP Donau-Auen	<a href="mailto:u.grabner@donauauen.at">u.grabner@donauauen.at</a>	0043/2212/3450
Liliana Ivancenco	Danube Delta Biosphere Reserve Authority	<a href="mailto:livancenco@yahoo.com">livancenco@yahoo.com</a>	0040/240518945
Vasilka Petrova	Rusenski Lom Nature Park	Petrova@lomea.org	00359/879125848
Daniela Karakasheva	Persina Nature Park	persina@abv.bg	00359/65832684
Marija Milenkovic-Srbulovic	Djerdap National Park	marija@npdjerdap.org	00381/648569208
Radmila Sakic	Vojvodinasume	srpgp.sgsombor@gmail.com	
Valerija Hima	Lonjsko Polje Nature Park	bio@pp-lonjsko-polje.hr	00385/98222081
Dorja Bucevic	Kopacki Rit	Dorja.bucevic@kopacki-rit.hr	00385/31285381
Eszter Buchert	Duna-Drava National Park	bucherte@ddnp.kvvm.hu	0036/305201665
Gyula Kiss	Duna-Ipoly National Park	Gyula.kiss@dinpig.hu	0036/305423170
Attila Fersch	Fertő-Hanság National Park	ferschattila@gmail.com	0036/303966960
Pavol Surovec	BROZ	<a href="mailto:surovec@broz.sk">surovec@broz.sk</a>	00421/904 507 697
Thomas Schneider	City of Ingolstadt	Thomas.schneider@ingolstadt.de	0049/8413052557
Siegfried Geissler	Landkreis Neuburg-Schrobenhausen	<a href="mailto:Siegfried.geissler@lra-nd-sob.de">Siegfried.geissler@lra-nd-sob.de</a>	0049/1703355385

## Monitoring and evaluation

Project communication will be continuously monitored both on project and on partner level.

Each partner collects all **media clippings** in his region and /or country. This **media coverage** is one aspect for reporting in every Project Report. The project partners will report the number of clippings for each period to the Lead Partner at the time of reporting. Also, the clippings will be collected and made available upon request.

Each partner will make number of persons attending for all events available at the end of each period for the project reporting.

Additionally, a qualitative evaluation of the internal project communication is envisaged and could realized in the frame of WP3/act. 3.1. "Buidling up network leaders".

# Annexes

## Annex 1: Logotype Styleguide DANUBEPARKS STEP 2.0

Based on first proposals, the partnership of DANUBEPARKS STEP 2.0 has decided on the project logo during a decision making process by email voting at the very beginning the project implementation.



For using the project logo, please take into consideration the logotype styleguide of DANUBEPARKS, published in the communication plan of DANUBEPARKS 2009-2013 (available as download on [www.danubeparks.org](http://www.danubeparks.org)). The logo of DANUBEPARKS STEP 2.0 is to be seen as an annex for the existing DANUBEPARKS styleguide.

## Annex 2: Summary of Visual Identity Guidelines SEE Programme

The South-East Europe Transnational Cooperation Programme has its own visual identity guidelines, which need to be followed throughout the whole project communication by all partners. You can find here a summary of the most important issues, however all partners are advised to download the visual identity guidelines from the website and follow it closely. It can be downloaded here:

[http://www.southeast-europe.net/en/downloads\\_section/project\\_management\\_documents/](http://www.southeast-europe.net/en/downloads_section/project_management_documents/)

The name of the Programme is South-East Europe Transnational Cooperation Programme. As a short version, either South-East Programme or SEE Programme should be used. The Programme name should be mentioned in all communication material.

The logo of the SEE Programme, the EU Logo, and the Programme Slogan need to be visible in all communication materials as well. They can all be downloaded here: [http://www.southeast-europe.net/en/downloads\\_section/communication\\_tools/](http://www.southeast-europe.net/en/downloads_section/communication_tools/)

The minimum rules for use of the logos are:

- For the EU Logo, choose the one saying “Programme co-funded by the European Union”
- The Programme Logo, EU Logo, and Slogan need to appear always on the first page of each publication. For other types of materials, this rule applies in analogy (online, audiovisual, etc.)
- The Programme Logo and EU Logo cannot be smaller than any other logo on the publication, including the project logo.

## Annex 3: Organizational Design Manual

To strengthen the DANUBEPARKS corporate identity, a common basic layout for all publications is envisaged. Both, for brochures as well as for scientific publications, basic guidelines are summarized here:

### DANUBEPARKS STEP 2.0 Colours:

These colours should be used both for design elements (e.g. bar with protected area names on brochures, colouring of background areas, etc.) and for headings if they are done in colour.

Orange

RGB: 241-143-0

CMYK: 0-53-100-0

Pantone: 144

Blue:

RGB: 0-68-123

CMYK: 100-56-0-40

Pantone: 541

### DANUBEPARKS STEP 2.0 Fonts:

The font to be used for publications is ARIAL, for brochures UNIVERS is recommended.

### DANUBEPARKS STEP 2.0 Symbols:

The use of the DANUBEPARKS map (continuously updated whenever new partners come on board) should be assured in most, if not all, project publications. For demonstrating the partnership, no other map should be used.

### Design of Scientific Publications (activity reports):

All scientific publications (e.g. the Action Plan for Morphology, the summary of Tourism Assessment Tour and Quality Guidelines, the Plan for Implementation Actions for White-tailed Eagle, the explanations regarding the carrying capacity tool, etc.) should adhere to the following layout guidelines:

- For each project output, one summarizing publication should be produced (it should not consist of several documents)
- Basically, A4 format is recommended
- A header, including the title of the document (aligned left) should be used
- A footer, including the DANUBEPARKS STEP 2.0 logo (aligned left) and the page number (aligned right) should be used
- The cover and back pages should be produced as in the attachment, following the design of the DANUBEPARKS project (2009-2012)
- The cover page needs to contain the programme logo, the EU logo, and the DANUBEPARKS STEP 2.0 Logo (see SEE Programme Visual Identity Guidelines). Also, it needs to contain the title of the document and the authors.
- The first inner page should contain the title of the document, the authors, the contributors, the month and year of publication, the acknowledgements.

- The back cover needs to contain the legal details (Impressum), mentioning the the organisation and address of the main producing partner, a contact email address, and the DANUBEPARKS Website address.



### Design of Brochures

Any brochures (most specifically the network brochure and the final project brochure, but also any other produced within the project), should adhere to the following guidelines:

- The cover page always needs to contain the DANUBEPARKS STEP 2.0 logo, the programme logo, and the EU logo
- The legal details (Impressum) should contain the DANUBEPARKS Website address
- The use of style elements such as the orange bar with the enumeration of Protected Areas that are partners is strongly advised
- The use of the DANUBEPARKS Colours (see Annex 2) is strongly advised for any additional style elements, background colouring, colouring of headlines, and similar. No additional colours (except for different grey shades and black and white) should be introduced.

### Annex 4: Social Media - Facebook

The social media activities will follow the further outlined plans to reach established goals, as well as involve all protected areas in the information provision so that all partners are equally represented also with information on the social media.

Goals:

- Raise the number of followers on Facebook from currently (October 2012) just over 200 to a minimum of 1.000 at the end of the project
- Make sure the information disseminated via our FB page is regularly shared and further disseminated by other organizations (e.g. DCC, NFI, WWF DCP, Birdlife International, etc)
- Make sure the information disseminated via our FB page is regularly shared and further disseminated by the partners of the network operating FB pages as well

Activities – “stay in people’s minds & wetting appetite”

- (Bi-)Weekly change of title picture, including a sentence on what you see there and which Protected Areas is featured
- Weekly promotion of one Protected Areas offer that is promoted on the tourism platform
- Disseminate information from Protected Areas FB pages (e.g. on local events, etc). Will sometimes need information/translation from partner organizations!

Activities – “sharing information”

- Posting of any news on [www.danubeparks.org](http://www.danubeparks.org), new studies published, event invitations
- Posting news about “work in progress” not visible on the website. E.g.: picture of setting up booths at the Danube Festival and posting this including a sentence on the preparations and invitation. Can also be done for meetings, study trips, etc. Live posting
- Seasonal reminders about already existing publications and offers (e.g. in January post the WTE database on time for the winter counts; in May post the dynamics brochure with info on breeding season and restrictions in many Protected Areas for sandbanks)
- Posting links to interesting articles (from all countries), Danube-related activities from other organizations, etc. This means to follow other pages ourselves and to receive information from partners.

Activities – “raising follower number”

- Protected Areas with FB page to promote DANUBEPARKS to their followers, inviting them to follow our page as well.
- Protected Areas with FB page to share information from our page, including the “shared from” information that automatically provides a link to our page
- Ask partner organizations to share the DANUBEPARKS page to their followers and ask them to follow us as well
- Ask partner organizations to follow our page and share our postings if relevant to them, including the “shared from” information that automatically provides a link to our page
- Provide at least one posting per week to raise people’s interest, to gain their attention, to provide useful and beautiful information, and to encourage them to share the information as well

## Annex 5: DANUBEPARKS Events (Table)

Overview of key events of DANUBEPARKS STEP 2.0:

Year	Month	WP1	WP2	WP3	WP4	WP5	WP6
2012	Oct	SCM / 23 /Neuburg Ingolstadt (GER)	KickOff / 22-23/ Neuburg Ingolstadt (GER)	Leadership /24 /Neuburg Ingolstadt (GER)			TFM /22 /Neuburg Ingolstadt (GER)
	Nov			EU Funds / Persina Nature Park			TFM / Duna-Ipoly NP (H), Visitor Centre, Assessment Tour
	Dec			Presentation / Vojvodinasume	TFM Black Poplar /WTE *** Vojvodinasume		
2013	Jan					TFM / BROZ+Duna-Ipoly NP	
	Feb						TFM / Djerdap NP (SRB)
	Mar	SCM / Donau-Auen NP (A) (optional)		Directors Workshop Orga structures / Donau-Auen NP (A)			
	Apr			Moderation / Duna-Ipoly NP(H)			
	May		Trilateral press trip A-SVK-H / Donau-Auen NP – BROZ – Fertő Hanság NP	project applications / Kopackir rit (CRO) or Duna-Drava NP (H)	TFM Black Poplar / Kopacki rit (CRO), jointly with TFM WTE / Duna-Drava NP (H)	Joint Danube Survey / transnational	Assessment Tour
	Jun		Chance Blue Danube / Danube Delta Biosphere Reserve (ROM)			Joint Danube Survey / transnational	
	Jul						
	Aug						
	Sep	SCM / Danube Delta Biosphere Reserve (ROM)	Festival / Danube Delta Biosphere Reserve (ROM)	Representation: SEE Annual Conference or EUSDR Annual Forum		River Morph Conference / Donau-Auen NP (A); JDS joint events / ICPDR / transnational	
	Oct				TFM WTE / Rusenski lom Nature Park (BG) (optional)		
	Nov						TFM / Duna-Drava NP (H)
	Dec						
2014	Jan				WTE winter census / transnational		
	Feb						
	Mar						TFM / Duna-Ipoly NP (H)
	Apr				Forestry Conference / Vojvodinasume (SRB)		
	May						
	Jun		Chance Blue Danube / Danube Delta Biosphere Reserve (ROM) +		Forestry Study Visit / Donau-Auen NP (A)		

			BXL			
	Jul					
	Aug	SCM / Vojvodinasume (SRB) (optional)	Bodrog Festival / Vojvodinasume (SRB)			
	Sep	SCM / Duna-Ipoly NP (H)	Final Conference / Duna-Ipoly NP (H)			

\*\*\* TFM WTE / Persina Nature Park (originally planned for Nov 2012) takes place combined with TFM Black poplar (Dec 2012), alternative meeting in Persina still to be decided

## Annex 6: Budget committed for communication activities (Table)

All budget numbers are given in Euros.

	Total	Staff	Overheads	Travel	External
<b>Total</b>	<b>427.586</b>	<b>148.024</b>	<b>3.582</b>	<b>53.780</b>	<b>222.200</b>
<b>LP – NPDA</b>	<b>117.800</b>	64.500	0	5.300	48.000
<b>ERDF PP1 – BROZ</b>	<b>25.450</b>	4.000	0	7.750	13.700
<b>ERDF PP2 – DINPI</b>	<b>32.340</b>	6.000	480	3.160	22.700
<b>ERDF PP3 – DDNPD</b>	<b>5.000</b>	4.000	0	0	1.000
<b>ERDF PP4 – PNPDP</b>	<b>14.880</b>	6.480	0	4.000	4.400
<b>ERDF PP5 – RLNP</b>	<b>7.800</b>	3.400	0	1.200	3.200
<b>ERDF PP6 – DDBRA</b>	<b>103.940</b>	18.000	1.440	9.000	75.500
<b>ERDF PP7 – FHNPI</b>	<b>15.250</b>	8.250	0	3.000	4.000
<b>ERDF 20% PP1 – LKNS</b>	<b>9.432</b>	5.932	0	500	3.000
<b>ERDF 20% PP2 – CoI</b>	<b>17.830</b>	9.830	0	1.000	7.000
<b>IPA-PP1 – KRNP</b>	<b>29.182</b>	8.310	1.662	11.210	8.000
<b>IPA-PP2 – VVS</b>	<b>24.700</b>	5.200	0	5.500	14.000
<b>IPA-PP3 – DNP</b>	<b>9.700</b>	3.200	0	0	6.500
<b>IPA-PP4 - LPNP</b>	<b>14.282</b>	922	0	2160	11.200