

COMMUNICATION PLAN

TARGETS AUDIENCES	OBJECTIVES	MESSAGES (contents)	MEANS\CHANNELS	RESPONSIBLES (who delivers the message)	SCHEDULE (when to communicate)
<p>Media</p> <ul style="list-style-type: none"> . Radio; . TV; . Journals; . Magazines; . Journalists; . Opinion Makers; 	<ul style="list-style-type: none"> . present and explain the project; . deliver achievements, gains and results; . advertize events and activities; . promote social dialogue and decent work agenda; 	<p>Pointo 1 – Tripartite dialogue and cooperation;</p> <p>Point 2 – Project goals and output replicable in other organizations;</p> <p>Point 3 – Achiviement, gains and results on a bi-monthly basis</p> <p>Point 4 – Key events, targeted audiences and goals;</p> <p>Point 5 – Social dialogue is key to overcome challenges and develop society towards sustainable growth and quality of living, starting from workplace;</p> <p>Point 6 – Decent work promotes performance, quality of living and wealthy life to all parties;</p>	<p>To each point the means and channels will be:</p> <ul style="list-style-type: none"> I. Mailing e-mail, fax, phone; II. Internet site; III. Memos and publications; IV. Newsletter; V. Press Releases; VI. Press Conferences; VII. Informal meetings with media workers; 	<ul style="list-style-type: none"> I. Management Team will organize mailing; II. Managed by the coordinating partner which will count with support of partners to feed information; III. SNLP IV. Edition to be assembled by SNLP with cooperation of all partners especially foreign; V. Project Manager validated by partnership; VI. Defined in partnership meetings; VII. Managed by each partner with knowledge of management team; 	<ul style="list-style-type: none"> I. Mailing: Jan. to March 2013 (updated afterwards); II. Jan 2013 (monthly updates); III. Quarterly periodicity; IV. Bi-monthly periodicity; V. Quarterly and if justified; VI. Defined in partnership meeting or under proposal; VII. Each partner, coordinated by Project management if proposal emerge;
<p>Employers Associations & Public Administration</p>	<ul style="list-style-type: none"> . present and explain the project; . build awareness to social dialogue and decent work; . engage members to the dissemination events and to mailing; . search for existent good practices and examples and involve in activities; . share Project achievements, gains and results; . promote social dialogue and decent work agenda benefits; 	<p>Point 1 – Identify and publicize good practices;</p> <p>Point 2 – Outside challenge require internal cooperation;</p> <p>Point 3 – Project aims to train conjointly workers and managers;</p> <p>Point 4 – Workers can be involved in companies problem solving – examples and good practices;</p> <p>Point 5 – Project goals and outputs replicable in other organizations;</p> <p>Point 6 – Decent work promotes performance, quality of living and wealthy life to all parties;</p>	<ul style="list-style-type: none"> I. Mailing e-mail, fax, phone; II. Internet site; III. Memos and publications; IV. Newsletter; V. Project dissemination events 	<ul style="list-style-type: none"> I. Management Team will organize mailing; II. Managed by the coordinating partner which will count with support of partners to feed information; III. SNLP ; IV. Edition to be assembled by SNLP with cooperation of all partners especially foreign; V. Managed by SNLP, supported by NAP: Invite employers representatives linked to social dialogue process 	<ul style="list-style-type: none"> I. Mailing: Jan. to March 2013 (updated afterwards); II. Jan 2013 (monthly updates); III. Quarterly periodicity; IV. Bi-monthly periodicity; V. One event in the first 3 months and another one month before Project ends
<p>Unions</p>	<ul style="list-style-type: none"> . present and explain the project; . build awareness to social dialogue and decent work; . engage members to the dissemination events and to mailing; . search for existent good practices and examples and involve in activities; . share Project achievements, gains and results; . promote and transfer project outputs and products; 	<p>Point 1 – Identify and publicize good practices;</p> <p>Point 2 – Cooperate doesn't mean to lose negotiation power;</p> <p>Point 3 – Project aims to train conjointly workers and managers;</p> <p>Point 4 – Products and outputs specifications, with accessibility and implementation explanations;</p> <p>Point 5 – The efectiveness of Project achievements and results;</p> <p>Point 6 – Strategies and actions to promote worker participation and unionization;</p>	<ul style="list-style-type: none"> I. Mailing e-mail, fax, phone; II. Internet site; III. Memos and publications; IV. Newsletter; V. Press Releases; VI. Informal meetings with unions; VII. Share information in Union events VIII. Invite key speakers to activities and events IX. Product launch event 	<ul style="list-style-type: none"> I. Management Team will organize mailing; II. Managed by the coordinating partner which will count with support of partners to feed information; III. SNLP and external provider; IV. Edition to be assembled by SNLP with cooperation of all partners especially foreign; V. Managed by each partner with knowledge of management team; VI. Defined in partnership meetings; VII. SNLP, EPSU and Norwegian Union; VIII. Defined in partnership meetings; IX. Management team 	<ul style="list-style-type: none"> I Mailing: Jan. to March 2013 (updated afterwards); II. Jan 2013 (monthly updates); III. Quarterly periodicity; IV. Bi-monthly periodicity; V. One event in the first 3 months and another one month before Project ends VI. When occurs VII. When suitable to strategy VIII. Defined in partnership meetings (Quarterly); IX. After the conclusion of each product and presented in workshops on last dissemination event (can be organized special events to launch products)
<p>Workers</p>	<ul style="list-style-type: none"> . present and explain the project; . build awareness to social dialogue and decent work; . engage members to activities; . engage members to participate in influencing social dialogue and decent work agenda; . share Project achievements, gains and results; . give value to participation and promote unionization; 	<p>Point 1 – Identify and publicize good practices;</p> <p>Point 2 – Workers importance in progressing to better workplaces and higher performance standards;</p> <p>Point 3 – The benefits of cooperation and of demanding for quality and decent work;</p> <p>Point 4 – The importance of participation and the benefits of ICT in the process;</p> <p>Point 5 – The contribution to project effectiveness and results;</p> <p>Point 6 – The benefits of worker participation and unionization;</p>	<ul style="list-style-type: none"> I. Mailing e-mail; II. Internet site and ICT platform; III. Memos and publications; IV. Newsletter; V. Research and awareness events VI. Dissemination events 	<ul style="list-style-type: none"> External provider will develop data collection tools that will facilitated mailing to SNLP and his management II. SNLP and I.external provider; III. SNLP and external provider; IV. Edition to be assembled by SNLP with cooperation of all partners especially foreign; V external provider. empowers SNLP to run these events autonomously; VI. V. Managed by SNLP, supported by NAP: Invite employers representatives linked to social dialogue process 	<ul style="list-style-type: none"> Mailing: Jan. to March 2013 (updated afterwards); II. Jan 2013 (monthly updates); III. Quarterly periodicity; IV. Bi-monthly periodicity; V. From October 2013 on VI. V. One event in the first 3 months and another one the month before Project ends