



**INFORMATION AND PROMOTION STRATEGY OF
THE COMMUNITY INITIATIVE EQUAL
IN POLAND**

Warsaw, August 2004

Task Force for Training and Human Resources, Co-operation Fund

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INTRODUCTION

EQUAL Community Initiative in Poland will be implemented in 2004-2006. Its objective is to support the implementation of the employment policy and social policy through development and dissemination of innovative methods and tools of operating both on the national and European Union levels within transnational co-operation networks.

The information and promotion strategy of the Community Initiative EQUAL (EQUAL) meets the requirements specified by *the Commission regulation No. 1159/2000/EC of 30 May 2000 on conducting by the Member States of information and promotion activities regarding support granted from structural funds (EC Official Journal L 130 of 31.05.2000)*.

Basic objectives of strategy for EQUAL are coherent with the objectives of all operational programmes financed from structural funds, and in particular with the objectives of the European Social Fund. The strategy is based on assumptions included in the programming documents of EQUAL (Community Initiative Programme *EQUAL* and Programme Complement).

The EQUAL Managing Authority (EQUAL MA) is responsible for ensuring proper implementation of the information and promotion strategy on the national level. EQUAL MA is supported by the National Support Framework (NSF) - the Co-operation Fund Foundation in the development of the strategy and its implementation. The European Commission is responsible for the implementation of the strategy on the Community level.

Information and promotion activities are implemented by EQUAL MA, NSF and Development Partnerships (DP). The strategy will be implemented according to annual plans of communication activities accepted by the EQUAL Monitoring Committee (EQUAL MC). EQUAL MA, supported by NSF, is responsible for the development of the plan of communication activities.

Information and promotion activities will be conducted during the preparation of institutions for the participation in EQUAL Community Initiative, during the implementation of DP projects and after their completion, from 2004 to 2008. About 1% of the total budget of EQUAL CI has been allocated to the implementation of these activities. The indicative amount of the allocation for these activities amounts to 1 785 842.75 EUR of the support for 2004-2008.

1. OBJECTIVES OF INFORMATION AND PROMOTION ACTIVITIES OF EQUAL

General objectives:

- dissemination of knowledge on the reforms of EU regarding the labour market and their significance for Poland;
- initiation of a debate of the whole society on matter referring to preventing inequalities on the labour market;
- promotion of activities focused on the levelling of differences in the access to employment and on the improvement of the efficiency of the labour market institutions, in particular in relation to the low employability group;
- promotion of local development;

- promotion of equal opportunities of women and men;
- dissemination of the idea of the development of the information society;
- dissemination of the idea of the balanced development;
- promotion of good multicultural relations.

Detailed objectives:

- increase of the access to information on EQUAL;
- dissemination of the idea of partnership in solving problems of the labour market and social exclusion;
- increase of the awareness of the society regarding the role of EQUAL in creating national and European policies;
- creation of a coherent image of EQUAL;
- informing, encouraging, and preparing for the participation in EQUAL of potential institutions which create DP, particularly of DP leaders;
- making DP aware of their duties regarding the promotion of EQUAL;
- assisting DP in the creation of thematic networks and supporting their activities;
- dissemination of results achieved by DP (mainstreaming);
- increase of awareness of ultimate beneficiaries regarding possibilities of employment, training and acquiring new qualifications, developed due to the activities of Development Partnerships within EQUAL Initiative.

2. ADDRESSEES OF INFORMATION AND PROMOTION ACTIVITIES OF EQUAL

Information and promotion activities are addressed to different groups of recipients:

- **public opinion** (in order to increase the availability of information on the Initiative, disseminate knowledge on the reforms of EU regarding the labour market and their significance for Poland, and on the debate of the whole society on matter referring to preventing inequalities on the labour market);
- **potential DP leaders and parterres, i.e.:**
 - commune, powiat, and voivodship self-governments and their subordinate institutions:
 - commune support centres,
 - powiat family help centres,
 - regional social policy centres,
 - powiat labour offices,
 - voivodship labour offices;
 - self-governmental organizations (e.g. Association of Polish Poviats, National Union of Farmers, Agricultural Circles and Agricultural Organizations, Union of Rural Communes, Union of Polish Metropolii);
 - national or local non-governmental organizations;
 - education and training institutions;

- universities and scientific and research institutes;
 - enterprises;
 - employers' associations;
 - trade unions;
 - ministries and central agencies and their subordinate institutions, e.g. State Fund for the Rehabilitation of Disabled, Voivodship Labour Offices;
 - churches and religious associations;
 - charities;
 - reception centres for refugees.
- **final beneficiaries**, i.e. Development Partnerships (DP) (support for information and promotion activities undertaken by them);
 - **mass media institutions** (increase of journalists' activity in informing on activities undertaken within EQUAL Initiative and on the results achieved by Development Partnerships);
 - **information multipliers and opinion makers**, mostly representatives of the central, regional, and local, as well as groups connected with combating inequalities on the labour market, e.g. NGO's (promotion of EQUAL Initiative and dissemination of the results achieved by DP);
 - **ultimate beneficiaries** i.e. groups which – due to difficult situation – do not actively seek information and which are threatened with social and civilization exclusion, in particular:
 - long-term unemployed,
 - youth threatened with social exclusion,
 - elderly persons,
 - disabled persons,
 - mentally ill persons,
 - persons addicted to drugs or alcohol,
 - ex-convicts and persons leaving penitentiary institutions,
 - national minorities and ethnic groups (e.g. Roma people),
 - repatriates,
 - refugees,
 - asylum-seekers,
 - women disadvantaged in the labour market,
 - inhabitants of rural and economically disadvantaged areas,
 - employees of restructured sectors,
 - unemployed.

3. IMPLEMENTATION OF INFORMATION AND PROMOTION ACTIVITIES OF EQUAL

Information and promotion activities have been implemented in two stages. The first stage covered the period from April until the end of August 2004. The activities in that period focused on reaching potential EQUAL leaders and partners, encouraging interest in the Initiative, presenting benefits from the participation in EQUAL, encouraging to participation in the call for proposals, preparing institutions for the creation of Development Partnerships, and preparing activities that can be financed from the funds of the Initiative.

The main assumption was reaching directly the above mentioned groups through direct mailing and recommendations of central authorities for their subordinate centres regarding their participation. An intensive media campaign was organized for the purpose of providing the whole society with information. 50-120 Development Partnerships are assumed to be created within the call for proposals in 2004.

The second stage covers the period from the acceptance of partners for the implementation of Measure I (October 2004) until the completion of the programme (March 2008). Activities should be focused on the support of the implementation of projects accepted within EQUAL and on the creation of a social awareness which enables changes in the scope of manner of combating inequalities on the labour market (making the society sensitive to the problems of inequality on the labour market). It is important to inform decision making groups on the results of EQUAL and to lobby for the mainstreaming of the results of the Initiative within local, regional, national and transnational policies.

3.1. INFORMATION AND PROMOTION ACTIVITIES IMPLEMENTED BETWEEN APRIL AND AUGUST 2004 RELATED TO THE PREPARATION FOR THE PARTICIPATION IN A CALL FOR PROPOSALS OF THE EQUAL

Information documents and materials

Access to information on EQUAL Initiative has been ensured. Dissemination has been conducted of basic documents for the call of proposals of EQUAL in 2004 (*Community Initiative EQUAL Programme and Programme Complement*), *Guide for project promoters of EQUAL* and brochures on the programme, as well as of the so-called “promising practices” illustrating activities undertaken by states participating in the first round of the programme. Materials in Polish were made available during conferences, trainings, workshops, fairs and exhibitions and on web pages of NSF and MoEL. Information materials and programming documents are also available in the printed form and they will be issued on CD’s.

Advertising materials

Advertising materials have been prepared for the creation of a positive image of the Initiative; they include posters, stands, advertising file-cases, ball pens, etc.

Web page

EQUAL portals will be created on web pages of MoEL and NSF. Information on those pages is updated currently.

National conference opening the implementation of the EQUAL Initiative in Poland

On 31 May, a national conference opening the EQUAL Initiative in Poland was organized. 350 representatives of key institutions from all over Poland, representatives of MoEL and European Commission participated in the conference. The objective of the opening conference was dissemination of information on EQUAL among key institutions, representatives of central, regional, and local administration, and propagation of information on the Initiative in mass media. The conference was organized by EQUAL MA in co-operation with NSF.

Media campaign in mass media

Institutions, which were not informed directly, could learn about EQUAL from mass media: television, radio and press. A press conference was organized during the opening conference. Another press conference was organized by MoEL Press Office. Further, NSF organized an EQUAL promotion campaign in mass media. A spot was broadcast by TVP S.A. on channels I and II between 19 July and 30 July 2004. On 12 July, information on conditions of participating in EQUAL was provided in television programme „Przystanek praca” (Channel II). Articles and information on this subject were also published in the press.

Announcement of the call for proposals

Information on the call for proposals of EQUAL was published in national and regional press on 7 June. Conditions for the participation in the call for proposals were published on web pages of NSF and MoEL. Press kits were prepared and sent to selected regional, local, and national specialist magazines.

Preparation of potential DP leaders to participate in the call for proposals

Conferences, trainings and workshops

In April, 12 regional one-day conferences addressed to key beneficiary groups of the EQUAL Initiative were organized. 2154 persons participated in the conferences. The conferences were devoted to dissemination of general information on the establishment of the Initiative, principles of participating in the call for proposals, course of activities within the Initiative, and creation of national partnerships. On 10 May, an information meeting was organized for the representatives of ALL-POLAND ALLIANCE OF TRADE UNIONS (10.05.2004). Further, a national conference for non-governmental organizations was organized on 27 May. While preparing the list of conference participants, information provided by NGO's was taken into consideration. 350 persons participated in the conference.

Then, thematic trainings were organized, which included 5 themes selected by Poland to be implemented within EQUAL. 13 two-day trainings were organized in this field. 1288 persons participated in those trainings. The aim of the trainings was to provide complex information on issues that can be implemented within individual thematic priorities of EQUAL.

During trainings, examples of projects implemented so far and good practices were presented. Representatives of institution which already implement the Initiative also discussed practical aspects of project implementation on the basis of case studies. The training assumed an active work of participants on project ideas ("brain storm", work in groups, presentation of proposed projects and partnerships by institutions, consulting experts).

Additional assumptions of EQUAL Programme were presented at 16 regional conferences, organized under the slogan "Modern company. Investing in human capital", took place in July in each voivodship. Conferences were addressed to representatives of the management and owners of small and medium enterprises. About 1500 persons participated in conferences.

Further, training for representatives of co-operatives was organized by National Co-operative Council on 14 July. Representatives of NSF promoted EQUAL also at the national meeting of non-governmental organizations operating in rural areas, which took place on 6 May. Conferences, trainings and workshops were organized by NSF in co-operation with EQUAL MA.

Consulting for potential DP leaders

NSF employees ensure assistance to potential DP leaders in preparing project, by providing direct consulting, answering questions in writing and by phone. A caller-friendly telephone information line was started (when the submission of applications is completed, the line will operate throughout the period of programme implementation). Moreover, between 15 July and 30 August, "open days" were organized to encourage institutions to a direct contact with NSF. The information on open days was published on web pages of NSF.

3.2 INFORMATION AND PROMOTION ACTIVITIES ADDRESSED TO DEVELOPMENT PARTNERSHIPS IMPLEMENTED AFTER THE ACCEPTANCE OF PROJECTS

Information on the results of the call for proposals

Institutions participating in the call for proposals will be notified of the results thereof. NSF will notify institutions accepted for the implementation of Measure 1. EQUAL MA will immediately notify the rejected institutions, and it will provide information on the reason for rejection of applications.

Help in seeking partners

Apart from European Common Database ECDB (EQUAL Common Database), which helps in finding partners for transnational co-operation, NSF will help in identifying potential partners for transnational co-operation. NSF will provide interested institutions with contacts with foreign institutions interested in co-operation with Polish institutions in individual thematic priorities.

NSF will promote Polish DP abroad through sending information and information materials to NSF of countries participating in the Initiative, including a request for the dissemination thereof among partnerships and placement thereof on their web pages. NSF, in co-operation with EQUAL MA, is responsible for helping DP in seeking partners.

Consulting for Development Partnerships regarding the partnership creation

Development Partnerships will receive support in consolidation of national partnerships and creation of transnational partnerships, as well as in the promotion of Polish DP abroad. NSF will train partnerships in using the ECDB. NSF, in co-operation with EQUAL MA, is responsible for consulting and training.

Workshops and trainings

Workshops and trainings will be organized to prepare DP for project management (after acceptance for Measure 1) to support DP in project implementation and creation of thematic networks. DP trainings are planned to prepare Partnerships for project planning using the PCM (Project Cycle Management) methodology, to prepare for submitting projects to Measure 2 (within Measure 1). NSF, in co-operation with EQUAL MA, is responsible for the organization of workshops and trainings.

Information materials

Information materials and publications will be prepared and made available, also through the Internet.

Detailed guides for DP will be published, including

- a guide for Development Partnerships,
- administration and financial guide for the implementation of projects by Development Partnerships,
- a guide on starting a transnational co-operation,
- a guide on good practices in the dissemination of the results and mainstreaming.

A Compendium of projects accepted for the implementation within EQUAL will also be prepared. Further Community Initiative EQUAL Information Bulletin will be published, which will include articles and interviews devoted to activities implemented by DP. Thematic publications will also be prepared, which will serve the purpose of disseminating good practices. DP will receive reports on conducted research, prepared by NSF.

Materials will be available in print and on web pages in Polish and partly in foreign languages (mostly in English). NSF, in co-operation with EQUAL MA, is responsible for the preparation of information materials.

3.3 INFORMATION AND PROMOTION ACTIVITIES ADDRESSED TO ULTIMATE BENEFICIARIES

Meetings and seminars devoted to dissemination of the results of the Community Initiative EQUAL Programme for Poland

NSF will support DP in information and promotion activities through initiation and participation in meetings and seminars devoted to promotion and dissemination of the results of the programme. NSF will be responsible for the co-ordination of work of thematic networks on national level and it will participate in works of the network on European level. NSF is responsible for organization of trainings.

Radio and television broadcasts

At the order of NSF, radio and television broadcasts will be prepared, which will be devoted to subjects referring to individual groups and the results of the Initiative and individual thematic areas.

Publications in magazines

During the period of the Initiative, NSF will conduct a promotion action in the press. Journalists will be informed of the results of the Initiative. A co-operation will be started with journalists representing the press reaching the target groups of EQUAL, including the journalists working for the press addressed to non-governmental organizations or self-governments. Sponsored articles on the Initiative and profits for ultimate beneficiaries will also be published.

Information materials

In the places visited by individual groups (e.g. social help centres, healthcare centres, labour offices, training institutions, work clubs, etc.), leaflets and posters on EQUAL will be available, and notice boards will be installed, in the case of projects whose value exceeds 3 million euro. NSF is responsible for the preparation and distribution of information materials.

3.4 INFORMATION AND PROMOTION ACTIVITIES ADDRESSED TO THE SOCIETY

Films on TV and radio broadcasts

At the order of NSF, TV films and radio broadcasts will be prepared, which will mostly concentrate on:

- development of social economy and activities aimed at the development of human resources on the local level;
- questions of stereotypes in the perception of vocational roles and positions;
- discrimination of groups which have problems with the access to life-long learning;
- inclusion in the information society of persons suffering from social inequalities resulting from civilization retardation;
- problems of ethnic and national minorities;
- problems of asylum seekers and accepted refugees and repatriates;

- equal vocational opportunities for women and men.

Sponsored articles

Sponsored articles on the results of the Initiative will be placed in the specialist press. DP and NSF will be responsible for the preparation of articles.

3.5 INFORMATION AND PROMOTION ACTIVITIES ADDRESSED TO MASS MEDIA INSTITUTIONS

Press conferences

Press conferences will be organized for journalists to present the mission, philosophy and specific activities within EQUAL related to combating inequalities on the labour market. MoEL Press Office and NSF will be responsible for organization of press conferences. Representatives of MoEL, NSF and DP will participate in conferences.

Interviews for mass media

Representatives of EQUAL MA, NSF and DP will give interviews at the request of mass media and during EQUAL conferences.

Information materials

Sponsored articles, information on the Initiative, thematic comparisons, reports, reports on studies, notifications, etc. will be prepared and published in the specialist press. NSF and EQUAL MA will be responsible for activities in this area.

Participation of journalists in meetings

Journalists will be invited to participate in workshops on the problem of inequality on the labour market, organized by thematic networks. DP, NSF and EQUAL MA will be responsible for activities in this area.

3.6 INFORMATION AND PROMOTION ACTIVITIES ADDRESSED TO INFORMATION MULTIPLIERS AND OPINION MAKERS

Meetings and conferences

Representatives of central, regional, and local administration and NGO's will be invited to participate in conferences and meetings organized on national, regional and local level for the purpose of presenting the results of EQUAL. DP, NSF and EQUAL MA will be responsible for activities in this area.

Participation in works of thematic networks

Representatives of central, regional, and local administration and NGO's will be invited to participate in works of thematic networks. NSF and EQUAL MA will be responsible for activities in this area.

Information materials

Representatives of central, regional, and local administration and NGO's will receive different information materials, such as: bulletins, reports on the implementation, reports on studies, thematic publications. NSF and EQUAL MA will be responsible for activities in this area.

4. CO-ORDINATION OF INFORMATION AND PROMOTION ACTIVITIES OF EQUAL

Co-operation of NSF and MoEL

NSF co-operates with EQUAL MA and the creation of the information and promotion strategy of the programme, in the implementation of promotion and information activities regarding the programme and support of DP in information activities. NSF organizes and co-organizes workshops, trainings and conferences.

Co-operation of EQUAL MA with the European Commission

EQUAL MA co-operates with the European Commission in the promotion of the programme on the European level.

Co-operation with other programmes co-financed from ESF and with EU programmes

The programme is promoted during activities implemented by other ESF programmes and during the information and promotion activities of the Leonardo da Vinci programme.

Co-operation with representatives of Development Partnerships and ultimate beneficiaries

Information and promotion activities are agreed and accepted by the Monitoring Committee of EQUAL Programme. DP organizations and representatives of ultimate beneficiaries promote the programme through thematic networks. Thematic networks also facilitate the participation in the co-operation of other organizations supporting the implementation of the programme, and implement the idea of mainstreaming.

Co-operation with representatives of non-governmental organizations and social partners

Independent internal information systems of operating NGO's and social partners' networks will be used for the implementation of the strategy.

5. CONTROL OF THE EFFICIENCY OF INFORMATION AND PROMOTION ACTIVITIES

Research of the opinion of participants in information and promotion activities

Analysis of the results after the completion of activities, including a questionnaire for participants of conferences, trainings, workshops. Checking the opinion of participants of activities on the spot. NSF and EQUAL MA will be responsible for activities in this area.

Quantitative evaluation of information and promotion activities

Analysis of quantitative results. Checking how many persons participated in conferences, meetings, and workshops. To how many persons bulletins were addressed; how many letter and articles were sent to the information bulletins. NSF and EQUAL MA will be responsible for activities in this area.

Mass media analysis

Analysis of press cut-outs referring to the Initiative and activities undertaken within the Initiative. NSF will be responsible for activities in this area.

Opinion polls

Studies covering persons participating in activities conducted within EQUAL, for the purpose of researching the level of accepting ideas proposed by EQUAL, in the beginning and at end of the Initiative implementation. Analysis of the level of perception of profits resulting from the participation in the Initiative. NSF will be responsible for activities in this area.

Problem studies and expertise

Within those studies, changes of approaches towards groups threatened with social exclusion will be monitored.

During the Initiative implementation, problem studies and expertise will be conducted, which are a part of the evaluation of social approach towards groups threatened with social exclusion; e.g.:

- study of declarations and approaches towards immigrants and refugees;
- study of social roles of women and men and conciliation of professional life;
- study of declarations and approaches towards mentally disabled persons, alcohol or drug addicts, or disabled persons;
- study of declarations and approaches towards elderly persons.

NSF will be responsible for activities in this area.

6. ENCLOSURES

6.1 PLAN OF EQUAL COMMUNICATION ACTIVITIES BETWEEN APRIL AND AUGUST 2004

PLAN OF EQUAL COMMUNICATION ACTIVITIES BETWEEN APRIL AND AUGUST 2004

Item	TYPE OF ACTIVITY	OBJECTIVE	TARGET GROUP	IMPLEMENTED BY	TIME
1.	WWW PAGE				
	Preparing an Internet portal on web pages of NSF	Making information documents and materials available; discussion groups, links to European web pages of EC, NSF and DP abroad.	Project providers, partners, public opinion	NSF	April 2004 On-going at present.
2.	INFORMATION AND PROMOTION MATERIALS				
2.1	Preparation and distribution of information documents and materials <ul style="list-style-type: none"> - Brochure (MA); - Guide for applicants (NSF+MA); - EQUAL Programme documents (prepared by MA) - Guide of "promising practices" (NSF) - CD with a set of EQUAL documents (NSF+MA). 	Providing information on the EQUAL Initiative, description of thematic priorities, principles of the participation in the programme, process and criteria of selection of projects, manuals for the preparation and completion of application for the call for proposals.	Project providers, partners, public opinion	NSF in co-operation with EQUAL MA	May-August 2004 (works have been completed)
2.2	Production of advertising materials <ul style="list-style-type: none"> - posters, - stands, - advertising bags, - advertising file-cases, - ball pens, - other 	Creation of a positive image of the EQUAL Initiative, DP assistance in promoting the image of EQUAL.	Project providers, partners, public opinion	EQUAL MA	May-August 2004 (works in progress)
3.	CONFERENCES AND SEMINARS				
3.1	Organization of 12 regional conferences (Łódź, Radom, Białystok, Katowice, Olsztyn, Bydgoszcz, Wrocław, Szczecin, Lublin, Poznań, Rzeszów, Kraków)	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL.	Potential project providers, partners (2154 persons)	EQUAL MA and NSF	15 April -29 April 2004 (completed)
3.2	Organization of a conference of the representatives of ALL-POLAND ALLIANCE OF TRADE UNIONS (Warsaw)	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL.	ALL-POLAND ALLIANCE OF TRADE UNIONS representatives (30 persons)	EQUAL MA and NSF	10 May 2004 (completed)
3.3	Organization of a national conference for non-governmental organizations (Warsaw, MoEL)	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL. Presentation of individual thematic areas.	Representatives of universities and NGO's (350 persons)	EQUAL MA and NSF	27 May 2004 (completed)
3.4	Organization of the national opening conference (Warsaw)	Dissemination of the Initiative among key institutions and in mass media.	Representatives of key institutions and mass media, ministries and European Commission (350 persons)	EQUAL MA and NSF	31 May 2004 (completed)
3.5	Organization of 13 two-day thematic trainings in regions (Gdańsk, Toruń, Lublin, Łódź, Kraków (2), Katowice, Wrocław, Olsztyn, Poznań, Warsaw (3))	Preparation for work on the project and creation of a national partnership. Focusing on individual thematic areas.	Potential project providers, partners (1288 persons)	EQUAL MA, NSF, DP and experts	27 May - 13 July 2004 (completed)
3.6	Participation in 16 regional conferences – Modern Company – Investing in Human Capital (in every voivodship). A short presentation of the programme.	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL.	Management staff and owners of SME (ca. 1500 persons)	NSF Promotion of the programme together with the promotion of	May-June 2004 (completed)

				the Leonardo da Vinci programme	
3.7	Participation in the conference organized by National Co-operative Council, Warsaw	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL.	Representatives of co-operatives (ca. 80 persons)	NSF	14 July 2004 (completed)
3.8	Organization of a meeting for representatives of social partners	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL.	Representatives of institutions of social partners	MoEL, NSF	19 August 2004 (completed)
4.	FAIRS				
	Third national meeting of organizations operating in rural areas, Marózie	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL.	Non-governmental organizations (200 persons)	Participation of NSF representatives in fairs organized by the NIDA Foundation (a stand and 2.5 hrs of programme presentation)	6-8 May 2004 (completed)
5.	INFORMATION IN MASS MEDIA				
	Information in the press, radio and TV	Dissemination of information on the Initiative, raising interest and encouraging participating in EQUAL.	Project providers, partners, public opinion	EQUAL MA and NSF	May-August 2004 (completed)
	Promotion campaign on TV (advertising spots in TVP, channels I, II)	Dissemination of information on the Initiative.	Public opinions	NSF	19 July -30 July 2004 (completed)
6.	PRESS CONFERENCES				
		Dissemination of information on the Initiative, raising interest OF MASS MEDIA.	Mass media institutions	MoEL Press Office	31 May 2004 June 2004 (completed)
7.	ANNOUNCEMENT OF THE CALL FOR PROPOSALS				
	Information on the call of proposals in the press - „Gazeta Wyborcza” - „Rzeczpospolita” - Regional dailies in every voivodship	Dissemination of information on the call for proposals.	Project providers, partners, public opinion	NSF	7 June 2004 (completed)
8.	OPEN DAYS				
		Consulting for project providers regarding the preparation of the project.	Project providers, partners	NSF, experts	15 July – 31 August 2004 (in progress)
9.	STARTING THE INFORMATION LINE				
		Information for project providers	Project providers, partners	NSF	15 July – 30 August 2004 (telephone information line was anticipated for the whole period of programme implementation)

6.2. PLAN OF EQUAL COMMUNICATION ACTIVITIES BETWEEN SEPTEMBER AND DECEMBER 2004

PLAN OF EQUAL COMMUNICATION ACTIVITIES BETWEEN SEPTEMBER AND DECEMBER 2004

Item	TYPE OF ACTIVITY	OBJECTIVE	TARGET GROUP	IMPLEMENTED BY	TIME
1.	WWW PAGE				
	Updating information available in NSF web pages and integration with MoEL web pages devoted to EQUAL	Making information documents and materials available; discussion groups, links to European web pages of EC, NSF and DP abroad.	Project providers, partners, public opinion	NSF and EQUAL MA	On-going updating.
2.	INFORMATION AND PROMOTION MATERIALS				
2.1.	- EQUAL Programme documents (publishing documents in the form of a regulation)	Providing information on the assumptions of the EQUAL Initiative	Project providers, partners, public opinion	EQUAL MA	October 2004
2.2.	- Guide for Development Partnerships	Providing information for Development Partnerships on the principles of project management	DP	NSF and EQUAL MA	December 2004
2.3.	- CD including a set of EQUAL documents	Making information documents and materials available	DP, public opinion	NSF and EQUAL MA	December 2004
2.4.	- General brochure – updating (Polish and English version)	Providing information	Public opinion, Polish and foreign partners	NSF	September 2004
2.5.	- Brochure which is a supplement to the NGO's letter "Gazeta.ngo.pl"	Providing information. Encouraging to broaden partnerships	Non-governmental organizations	NSF	September 2004
2.6.	- Production of advertising materials (posters, stands, advertising bags, advertising file-cases, ball pens, other)	Creation of a positive image of the EQUAL Initiative, DP assistance in promoting the image of EQUAL.	Project providers, partners, public opinion	EQUAL MA	December 2004
3.	INFORMATION IN MASS MEDIA				
	Information in the press, radio and TV	Dissemination of information of the Initiative, information on the results of the call for proposals	Public opinion	NSF	September - December 2004
4.	PRESS CONFERENCES	Dissemination of information of the Initiative, information on the results of the call for proposals	Mass media institutions	MoEL Press Office, NSF	October – December 2004
5.	INFORMATION LINE	Dissemination of information of the Initiative, information on the results of the call for proposals	Project providers, partners, public opinion	NSF	September - December 2004
6.	WORKSHOPS AND TRAININGS FOR DEVELOPMENT PARTNERS	Trainings preparing institutions to participate in Measure II, including: - preparing partnerships to use the ECDB; - on project management (presentation of the methodology of logic array).	Development Partnership	NSF and experts	November - December 2004