



EU funds
for Malta

2014
2020



COMMUNICATION PLAN

General and Continuous

Advertising is the most commonly used tool and widely discussed form of promotion, due to its pervasiveness. The GAL MAJJISTRAL who perceives to attract and target as much people as possible sees advertising as a very important promotion tool. For the 2014 – 2020 period the LAG will make the utmost use of its Facebook Page and interactive website as these innovative tools have become the real key for success as of regular and continues updates on matters pertaining to the LAG. Our Communication Plan proposal consists of the following:

- **Articles**

MAGF will seek the possibility to write publicity articles in publication issued by the MESDC, MEAE and other related institutions such MEUSAC and Local Councils.

- **Social Media**

MAGF will update the general public and promote its calls through its own Facebook page “Majjistrat Action Group Foundation”. This page can be easily accessed through the following link: <https://www.facebook.com/leadermajjistrat.eu/>.

- **MAGF Website**

MAGF will make use of its website: <http://www.galmajjistrat.com/>, as another source of information. The pre-call and launch of the official call will both be published on the website. In addition, the application form, guidance notes and other promotional material pertaining to the day-to-day administration will all be published on the website.

- **General Information**

One may contact MAGF’s personnel via email on galmajjistrat@gmail.com or via the telephone number (+356) 2099 2080. The LAG’s offices can be found at 12, Triq it-Tullier, Attard, ATD1631, with the opening hours being between 08:00 to 16:30 from Monday to Friday.

MAGF Google Street View: <http://www.galmajjistrat.com/contact/>

- **MAGF Notice Board**

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

- **Local Councils**

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

Measure 1: Restoration of assets of artistic and cultural value

Pre-call (not more than 28 days prior to the official launching of the call)

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

Issue of Call (30 days)

- An informational email about the call including amongst others the application form and guidance notes will be sent to the possible interested stakeholders. Reminders will be sent.
- The application form along with the guidance notes will be uploaded on the LAG`s website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published prior to the official launching on one local newspaper (the highest circulated).
- MAGF will publish the call on its website, notice board and Facebook page.
- MAGF will also send an email to the LAG`s public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG`s website, notice board Facebook page.
- Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.
- Successful applicants will be informed with a letter of offer together with a draft copy of the contract agreement.
- Unsuccessful applicants will be notified with the rejection outcome by registered mail along with the list of results.

- After the appeals procedure, the final list of results will be published once again on the LAG's website, notice board and Facebook page.
- Contracts, Evaluation Marks and Final list of results will be uploaded on the IACS system.

Measure 2: Strengthening a healthy cultural identity

Pre-call (not more than 28 days prior to the official launching of the call)

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

Issue of Call (30 days)

- An informational email about the call including amongst others the application form and guidance notes will be sent to the possible interested stakeholders. Reminders will be sent.
- The application form along with the guidance notes will be uploaded on the LAG's website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published prior to the official launching on one local newspaper (the highest circulated).
- MAGF will publish the call on its website, notice board and Facebook page.
- MAGF will also send an email to the LAG's public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG's website, notice board Facebook page.
- Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.
- Successful applicants will be informed with a letter of offer together with a draft copy of the contract agreement.

- Unsuccessful applicants will be notified with the rejection outcome by registered mail along with the list of results.
- After the appeals procedure, the final list of results will be published once again on the LAG`s website, notice board and Facebook page.
- Contracts, Evaluation Marks and Final list of results will be uploaded on the IACS system

Measure 3: Promotion of the cultural heritage

Pre-call (not more than 28 days prior to the official launching of the call)

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

Issue of Call (30 days)

- An informational email about the call including amongst others the application form and guidance notes will be sent to the possible interested stakeholders. Reminders will be sent.
- The application form along with the guidance notes will be uploaded on the LAG`s website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published prior to the official launching on one local newspaper (the highest circulated).
- MAGF will publish the call on its website, notice board and Facebook page.
- MAGF will also send an email to the LAG`s public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG`s website, notice board Facebook page.
- Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.

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

Measure 4: Development of green infrastructure

Pre-call (not more than 28 days prior to the official launching of the call)

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

Issue of Call (30 days)

- An informational email about the call including amongst others the application form and guidance notes will be sent to the possible interested stakeholders. Reminders will be sent.
- The application form along with the guidance notes will be uploaded on the LAG's website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published prior to the official launching on one local newspaper (the highest circulated).
- MAGF will publish the call on its website, notice board and Facebook page.
- MAGF will also send an email to the LAG's public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website. These will also be encouraged to disseminate the documents pertaining to the call, to their respective organisations within the locality.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

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

Measure 5: Training and education

Pre-call (not more than 28 days prior to the official launching of the call)

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

Issue of Call (30 days)

- An informational email about the call including amongst others the application form and guidance notes will be sent to the possible interested stakeholders. Reminders will be sent.
- The application form along with the guidance notes will be uploaded on the LAG`s website.
- As per the Operating Guidelines and MA recommendation, the advert of the call will be published prior to the official launching on one local newspaper (the highest circulated).
- MAGF will publish the call on its website, notice board and Facebook page.
- MAGF will also send an email to the LAG`s public members (Local Councils).
- Local Councils will be encouraged to publish the advert on their Facebook page, notice board and website.
- The MA, ARPA, MEUSAC and other authorities will also be informed about the Call for applications.

Publication of Results

- The preliminary project results will be published on the LAG`s website, notice board Facebook page.
 - Each applicant will be notified with a registered letter with the results as evaluated by the Decision Committee.
 - Successful applicants will be informed with a letter of offer together with a draft copy of the contract agreement.
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