

**Annex No. 1
Accomplishment of the OPE Communication Plan in 2010**

Measures / Communication and Promotional Instruments	Information Priority	Indicator	Number	Specification
On-line communication				
Website (www.strukturalnifondy.cz)	IP 1, IP 3, IP 4	Number of visits on the website	22,132; 952	The number of unique visits of the portal strukturalni-fondy.cz (monthly/average) and views of website with OPE in URL (monthly/average)
Website (www.opzp.cz)	IP 1, IP 2, IP 3, IP 4	Number of visits on the website	31,245	Number of unique visits per month (average)
Information web portals	IP 3	Number of contributions and news on the web portals	1,560	10 portals ca. 3 news per week – 30 per week
Intranet / local data sharing	IP 4	Number of shared files	10,000	
Media communication				
Press conferences	IP 1, IP 3	Number of press conferences held	0	
Press releases	IP 1, IP 3	Number of issued press releases	55	Press releases for approval of projects by the Managing Authority; issue of the Dictionary of the Environment; offer of aid to the areas affected by floods; flood measures; PPP project for water deliveries in Turnov and Semily districts successfully launched; the OPE Managing Authority dealt about the projects for cleaner air; EU study: residential buildings account for 40% of the total energy consumption; Information on the project bank in Measure 1.1. OPE; regional press releases
Promotion in press, articles, adverts	IP 1, IP 3	Number of printed articles and ads in the press	76	Advertising for each opened call; map of projects; OPE – subsidies for thermal insulation of buildings, profile supplements, <i>EkoDotace</i> supplement; flood measures; adverts
Media campaigns, TV, radio	IP 1, IP 3	Number of completed media campaigns in mass media	24	TV spots for calls, banners on the websites, web advertising, OPE – anniversary, POKR – a report on the OPE in the Czech Television magazine for entrepreneurs, radio spot
Publication activities				
Programme documents, methodologies, instructions guidebooks	IP 1, IP 2, IP 4	Circulation of programme documents, methodologies, instructions and guidebooks (total)	4,066	Reference documents for the Managing Committee, presentations. All up-to-date documents can be downloaded in the electronic form at www.opzp.cz.
<i>The Priorita magazine</i>	IP 1, IP 2, IP 3, IP 4	Number of issues	9	Average circulation 10.4 thousand pieces, total 124 thousand pieces
Leaflets, posters and brochures	IP 1, IP 3	Number of printed leaflets, posters and brochures	34,148	Leaflets: general, in EN, PP 2, 3, 4, 7; leaflet aid to municipalities – floods; brochure the OPE profile; <i>EkoDotace</i> supplement; OZE binder containing leaflets to the individual kinds of OZE
Reports, studies and analyses	IP 3	Number of printed reports, studies and analyses	3	Monitoring report – 2 pieces, Annual Report – 1 piece; Reports, studies and analyses are available in the electronic form on www.opzp.cz.
Direct competition				
Database mailing	IP 1, IP 3	Number of distributed information emails	140	As per news on www.opzp.cz – a total of ca. 1,000 thousand information emails has been sent out
	IP 1, IP 3	Number of registered users	30,431	
Green line	IP 1, IP 2	Number of information calls held	13,250; 3,074	telephonic consultations, email queries; (monthly average 1,104 telephone and 256 email queries)
Info centres at regional workplaces and MoE	IP 1, IP 2	Number of established regional information workplaces	15	14 info centres at NEF regional workplaces, 1 Information centre in the MoE building
Dealings and coordination meetings	IP 4	Number of meetings and coordination meetings held	50	Working groups at the MA and ZS – PS– for publicity and promotion, PS Technical Aid, PS Large Projects; MoE Marketing Council; Working Group for NOK Publicity (working level meetings not included)
Internal training	IP 4	Number of completed training activities	170	Information Systems, PC, Soft Skills, Legislation, Public Procurement, Project Management
Conferences, exhibitions and fairs	IP 1, IP 3	Number of participations in conferences, exhibitions and fairs	18	E.g. <i>Infotherma</i> Fair (Ostrava 18/01-21/01), <i>Modern Heating</i> fair (Prague, 25/02), <i>Biowaste as a Resource of Organic Matter for Agricultural Soil</i> conference (Prague, 23/02), For Waste fair (Prague, 30/03), <i>Waste as a Useful Raw Material – New Concepts</i> Conference (Prague, 24. 3.), <i>One World</i> film festival (Prague, 10/03), 30/03-01/04 For Waste fair; 28/04 <i>Grant Programmes, Water Management and Municipal Engineering</i> conference; 25-27/05 <i>WATENVI Brno</i> fair; 15-16/06 <i>Going Green</i> conference; 30/06-02/07 CESB - <i>Sustainable Construction of Buildings in Central Europe</i> conference; 30/06-02/07 Bioa, fair – Aquatherm Prague – November 2010, For Arch 2010 fair, conference: <i>Wastes Luhačovice</i> (07-08/09), <i>Sustainable Consumption in Cities – Luxury or Necessity?</i> (23/09 Prague), <i>Czech-Slovak Conference 2010</i>
Workshops, seminars, conferences, debates	IP 1, IP 3, IP 4	Number of completed seminars, conferences and debates	72	E.g. Energy Management of Cities and Municipalities (3 p.), OPE – Flood Measures Close to Nature (2 p.), Limiting Industrial Pollution and Reduction in the Environmental Risks (2 p.), Energy management for Public Administration, Support and Promotion of Support 4.2 (2 p.), Conference <i>Grants, Water Management and Municipal Engineering</i> , Seminars Renewable Energy Resources and their Approval (31), seminars for grant beneficiaries "The project does not end by approving the application..." (10 p), Seminar "Improvement of air quality and reduction in emissions" (8 p), Energy and Transport in Cities (1 p.), National Conference on Green Public Procurement, workshop <i>Round Table</i> , Price of health and Safe Environment, seminars <i>Grants and Limiting Flood Risks form OPE – Local Alarm Systems</i> (3 p.), Current Possibilities of Handling Municipal Refuse incl. Biodegradable Wastes, Bioakademie 2010, Envi Regio 2010, Seminar <i>Passive Houses</i> and others.
	IP 1, IP 3, IP 4	Number of trained persons	3,700	
Other tools				
Promotional items	IP 1, IP 4	Number of created products and items (total)	234,044	Post-its, Stands and promotional materials, game <i>Subsidy</i> – reprint, OPE sticker (on stands), Baskets for sorted waste, Stands for leaflets, compliment cards, notebooks, OPE USB flash disks, OPE Roll-up, slips for chewing gums, Notebook travel set, OPE pens,

				folders with a clip, compliment cards, OPE mosaic, gift teas, OPE binders, calendars, New Year cards.
EU flag	IP 1	Hanging out the EU flag in front of the MA building	1	One week from 9 May
Digital media	IP 1, IP 2, IP 4	Number of produced media	372	Film – OPE introduction; Film – Examples of Good Practice of the OZE Utilisation; References for MC
Unified graphic style	IP 1, IP 2, IP 3, IP 4	Unified graphic style guidebook		OPE graphic guidebook published on the site on 19/06/2008

Source: MA – State at 31/12/2010