

## TOOL 04 – COMMUNICATION STRATEGY

MEDIA, TACTICS AND EVENTS				
<i>What are the communication objectives?</i>	OBJECTIVE 01 –	OBJECTIVE 02 -	OBJECTIVE 03 -	OBJECTIVE 04 -
<i>Which tool/activity corresponds to the previous objective?</i>	TOOL 01 –	TOOL 02 -	TOOL 03 -	TOOL 04 -
TIMELINE				
<i>What is the planned timeline for implementation?</i>				
<i>Tentative dates for the implementation of tools/activities</i>	TOOL 01 –	TOOL 02 -	TOOL 03 -	TOOL 04 -
REQUIRED RESOURCES				
Budget allocated for communication activities				
Distribution of funds by tools/activities	TOOL 01 –	TOOL 02 -	TOOL 03 -	TOOL 04 -
ROLES / RESPONSIBILITIES				
<i>Who are the key actors responsible for implementing the communication plan?</i>	LEAD	PARTICIPANT 01	PARTICIPANT 02	MARKETING AGENCY

EXPECTED RESULTS				
<i>What are the indicators of the activities carried out?</i>	Internet statistics	Media coverage analysis	Number of participants at events/workshops/meetings/conferences	Number of suggestions / questions / ideas received