



**COOPERATION PROGRAMME INTERREG V-A, SLOVENIA-CROATIA 2014 -2020**

## **COMMUNICATION MANAGEMENT PLAN FOR THE PROJECT**

**“Cross-border harmonised Slovenia-Croatia flood risk reduction  
– Strategic project 1 – non-structural measures - project acronym FRISCO1  
(Flood Risk Slovenia-Croatia Operations 1)**

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## 1. INTRODUCTION

### The Project

*The Cooperation Programme INTERREG V-A Slovenia – Croatia 2014 – 2020* (hereinafter: “Programme”) was adopted in October 2015. The cross-border cooperation aims to tackle common challenges identified in the border region and to exploit the growth potential in the border area, while enhancing the cooperation process for the purpose of the harmonious development of the European Union (EU).

The Programme vision is “*Connected in Green*”. The Programme aims at promoting sustainable, safe and vibrant border area by fostering smart approaches to preservation, mobilization and management of natural and cultural resources for the benefit of the people living and working in or visiting the programme area. Primary focus shall be on seizing its natural and cultural values to deliver innovative, smart and effective solutions that help preserve and improve the quality of environment and its diverse identity on one hand, and activate its socio-economic potentials on the other. Ensuring safe and vibrant area is of outmost importance for the people and shall be addressed by increasing the capacities for institutional cooperation at all levels.

The Programme shall be implemented through 3 Priority Axes: (1) Integrated flood risk management in transboundary river basins, (2) Preservation and sustainable use of natural and cultural resources, and (3) Healthy, safe and accessible border areas. The Priority Axis 1 (PA1) encompasses the *Thematic Objective 5, Investment Priority 5b: Promoting investment to address specific risks, ensuring disaster resilience and developing disaster management system* of the OPERATIONAL PROGRAMME COMPETITIVENESS AND COHESION (OPCC) 2014-2020. **The specific objective PA1 of this Programme is "Flood risk reduction in the transboundary Dragonja, Kolpa/Kupa, Sotla/Sutla, Drava, Mura and Bregana river basins".**

Under the Programme, this specific objective will be implemented through “strategic” projects which are proposed by national institutions competent for flood risk management through open calls and which are awarded by direct approval of Monitoring Committee. Two strategic projects are anticipated, the first one related to non-structural measures and the second one related to structural measures for flood risk reduction in transboundary basins.

This Programme component has important transboundary significance, since the improvement of flood protection only on one border side would not achieve desired effects. The inhabitants of the shared cross-border area will concretely benefit from the implementation of these projects - along with improved flood protection, conditions for sustainable tourism development will improve, and it will also result in the conservation of the rich biodiversity of the cross-border area.

As the leading national institutions competent for flood risk management in Croatia and Slovenia, Hrvatske vode and Ministrstvo za okolje in prostor Republike Slovenije (MOP) coordinated the preparation of the first strategic project “Cross-border harmonised Slovenia-Croatia flood risk reduction – Strategic project 1 – non-structural measures”, with the project acronym FRISCO1 (Flood Risk Slovenia-Croatia Operations 1) for the PA 1. It was approved by the Monitoring Committee on 11 April 2016, which meant the formal start of its implementation. A grant agreement was officially signed in Podčetrtek on 20 May 2016 between the Managing Authority (SVRK) and Hrvatske vode as the Lead Partner.

The total value of the Programme is about € 55.7 million, of which 85% (€ 46.1 million) will be EU cofinanced through the European Regional Development Fund (ERDF), while the remaining 15% will be covered by the national cofinancing. **The PA 1 will have a total value of € 11,795,950**, of which 85% (€ 10,026,557) will be EU cofinanced through the ERDF. **The total value of the FRISCO1 project is € 4,070,950**, of which 85% (€ 3,460,307.50) will be EU cofinanced through the ERDF, while the remaining 15% will be covered by the national cofinancing of the involved project partners. The remaining € 7,725,000 from the PA1 is intended for the second strategic project FRISCO2, within which selected structural measures for flood risk management will be implemented in four transboundary river basins - Kupa/Kolpa, Sutla/Sotla, Drava and Mura. The strategic projects under PA1 represent over 20% value of the whole Programme.

**The FRISCO1 project implementation is planned in the duration of 3 years** (11 April 2016–10 April 2019), whereas the FRISCO2 project implementation is planned in the duration of 2 years (mid-2018 – mid-2020). As part of the FRISCO1 project, identification and preparation of selected structural measures to be implemented (built) within the

FRISCO2 is planned, so that the start of the FRISCO2 project depends on the completion of the necessary activities as part of the FRISCO1 project.

**The FRISCO1 project will be implemented by eight project partners**, of which three project partners are from Croatia (**Hrvatske vode as the lead partner**, Meteorological and Hydrological Service (DHMZ) and National Protection and Rescue Directorate (DUZS)) and five project partners are from Slovenia (Ministry of the Environment and Spatial Planning (MOP), Directorate of Republic of Slovenia for Water (DRSV), Agency of the Republic of Slovenia for the Environment (ARSO), Institute for Hydraulic Research (IHR) and Administration of the Republic of Slovenia for Civil Protection and Disaster Relief (URSZR).

The FRISCO1 project consists of **10 work packages**, which include the obligatory "M" packages – project management and "C" packages – project promotion. Of eight working packages, six working packages relate to the preparation of joint tools, maps and plans for six transboundary basins, whereas the remaining two working packages include the setting up of the alarm systems and awareness raising /capacity building for transboundary flood risk management. Through the work packages, for each of the six included river basins the following will be prepared:

- joint tool 1 – flood risk management database, including the collection of missing data, such as cross-sectional profiles of watercourses;
- joint tool 2 – cross-border harmonised flood risk management study, in which optimal long-term structural and green infrastructure measures of flood risk management will be identified and their socio-economic justification confirmed; this will also include identification of a group of short-term measures to be implemented as part of the FRISCO2 project;
- joint model 1 – improved hydraulic model;
- joint model 2 – improved flood forecasting model;
- joint map 1 – improved and cross-border harmonised flood hazard maps;
- joint map 2 – improved and cross-border harmonised flood risk maps.

For four river basins defined in the Programme, study/design documents will be finalised and permits obtained which are necessary for the implementation of short-term measures within the FRISCO2 project defined with joint tools 2 (river basin studies).

The strategic projects FRISCO1 and FRISCO2 present a unique opportunity for improving the cooperation among the competent institutions in Croatia and Slovenia in the flood risk management sector and for reducing flood risks in all transboundary river basins. These projects will contribute to cross-border harmonised implementation of Directive 2007-60-EC on the assessment and management of flood risks in these river basins and advance bilateral cooperation in the field of water management through the Permanent Bilateral Slovenia - Croatia Commission for Water Management and its subcommissions. Most importantly, the projects will directly contribute to the reduction of flood risk and flood-related damage in view of affected population, economic activities and cultural and natural heritage in both countries, and also indirectly improve the quality of the environment and its diversity on the one hand, and its socio-economic potential of the other, in accordance with the vision of the Programme.

The implementation of such a complex strategic project as FRISCO1 presents a challenge for all involved project partners; however, given the experience and competence of the project partners, together with effective communication both between the project partners and with key stakeholders, it is expected that the implementation of the project will be successful and that all expected impacts will be achieved, including the successful preparation of the next strategic project FRISCO2 and its subsequent implementation, with specific effects on flood protection of the most vulnerable transboundary areas.

## COMMUNICATION

Definition: Project communication is the primary change management tool for any project and key to reinforcing desired behaviours. The overall objective of communication is to create a two way flow of information and to use the dialogue to channel efforts in the right direction until the objectives of the project have been achieved.

The real challenge which the project partners faced regarding communication and large project management structure is a demanding internal communication among 8 project partners; however, an even much more complex task will be the communication with a large number of stakeholders regarding the key messages related to the

implementation of 8 WPs and receiving from them their suggestions, recommendations, etc., which is inherently difficult to do.

Among other challenges, a very important one will be communication on timely, regular basis, but in a structured manner. It will be the task of PCT WG. PCT main task will be to involve stakeholders and main target groups in the project implementation and keep them updated at all times as well as try to put in practise *Over-communication* – send them information more frequently than necessary to get their message for sure.

The "Communication Management Plan" which shows who the stakeholders and target groups generally are and who should be kept informed about the project status, when they should be informed and how often. The information about whether they informed will be also provided face-to-face in a meeting, or through email or by the publication in media or by other possibilities of communication tools.

The most important task, and also the first task which the FRISCO1 Communication Team has is the preparation of the Communication Management Plan to provide efficient communication with:

- Stakeholders

Communication between the project partners or between their representatives engaged in different working groups nominated to ensure that the WP's implementation is regulated by the PMP, but CP will deal with stakeholders' active involvement in the FRISCO1 implementation....

Stakeholders - those who have a vested interest in this project and need to be kept up to speed on our progress. The PCT WG will be a link between the main actors, Project manager in charge of the PMP working group's structure on the one hand, and large number of stakeholders and target groups on the other hand. Their main effort will be to keep communication channels wide open to ensure that the project with its expected outputs will be delivered according to the timeline.

## 2. **COMMUNICATION AND PARTICIPATION OBJECTIVES** (project implementation (meetings and reports) + inclusion of stakeholders and general public into the project implementation and ensuring awareness raising/ capacity building and implementation of visibility and promotion measures)

The information and communication objectives included in this Communication Management Plan aim at the achievement of the primary objective of the FRISCO1 Project:

"Flood risk reduction in the transboundary Dragonja, Kolpa/Kupa, Sotla/Sutla, Drava, Mura and Bregana river basins through application of non-structural flood risk management measures." This Project objective directly contributes to the Programme Priority Specific Objective "Flood risk reduction in the transboundary Dragonja, Kolpa/Kupa, Sotla/Sutla, Drava, Mura and Bregana river basins" through flood risk reduction that can be achieved with application of non-structural measures.

With regard to the PA1, Integrated flood risk management in transboundary river basins, it will be achieved through implementation of visibility and promotion measures for all work packages, with a special emphasis on WP, which deals with communication with the general public with the purpose to raise awareness and capacity of the stakeholders and target groups with regard to the achievement of the following objectives:

- *Awareness raising* – The selection of key stakeholders and target groups and later communication with them through consultations by awareness raising campaigns prepared to send them very clear messages about flood risk management and planned non-structural measures which are foreseen to reduce flood risk in the project area will serve for ensure their support for our activities and also to initiate their involvement and to invite them to be active participants of our project events.
- *Knowledge increase* - The Project outputs (e.g. joint tools, models, maps...) will result in building of knowledge and expertise in the field of transboundary water management and cross-border cooperation research work and very large data exchange with higher quality of knowledge and skills of involved project partner's experts
- capacity building related to individual project partners, i.e. their representatives during the implementation of individual technical work packages as well as the work package Awareness raising and capacity building (WP T8).
- advancement of flood risk management at transboundary level - project results will significantly advance joint methodologies, tools, models, maps in flood risk management at transboundary level.

The implementation of individual activities planned for all six transboundary river basins, including activities regarding information and inclusion of the key stakeholders (WP C), will accomplish significant improvements of the flood protection system and flood risk management, while the implementation of individual activities under the work package WP T8, which is anticipated for a wide range of stakeholders and all interested citizens and also includes a programme of workshops for school children, is expected to significantly raise awareness of floods and build capacities for self-protection....

It is further expected that the implementation of activities under these two relevant work packages will contribute to trust building of the general public into institutions responsible for disaster management, in particular flood risk management at transboundary level, i.e. Permanent Bilateral Slovenia - Croatia Commission for Water Management and its subcommissions and strengthen their identities, and also achieve a continuous strengthening of transparency in the use of the ESI funds in compliance with EU regulations and principles of best practice, especially with regard to flood risk management.

## **2.1. Project level**

The information and communication objectives at the project level include communication between the Project Partners and lead partner aimed at achieving the project objectives, as already described in the Project Management Plan.

The implementation of the FRISCO1 Project is a common territorial challenge for Project Partners as well as for the Permanent Bilateral Slovenia - Croatia Commission for Water Management which is responsible for flood risk management at the transboundary level.

The present Project and its subsequent structural projects represent the most comprehensive transboundary flood risk management projects for both Slovenia and Croatia. These projects will strongly benefit from experiences gained in the implementation of relevant projects carried out under various programmes in the past.

Together with the subsequent structural project, the project will result in a significant decrease of the existing flood risk in the transboundary river basins. Flood risk is a combination of flood hazard and vulnerability (probability and potential consequences of different flood hazard scenarios). Flood risk decrease can be estimated by the assessment of reduced average annual flood damages as a result of implemented flood risk reduction measures (structural or non-structural). Whereas structural measures primarily address a reduction of the probability and area of flooding, non-structural measures primarily reduce the vulnerability (better forecasting, knowledge, awareness, etc.). The results of these projects (structural and non-structural) can be assessed using flood hazard modelling and flood risk estimation (calculation of average annual damages depending on land use by implementation of bilaterally agreed methodology), which will be done as a part of the target area studies. These studies will also determine the commonly agreed definition and methodology for estimation of the programme result indicator "Share of transboundary river basin area under flood risk", as a result of the implemented non-structural flood protection measures based on the easily measurable variables/indicators. The methodology definitions will be the same for both countries, and will be applicable to the target area.

This Project is focused on the implementation of non-structural flood risk reduction measures. The Project also includes the cross-border coordinated definition and preparation of the optimal structural measures for the subsequent structural project, which will ultimately achieve the intended results, both in terms of flood risk reduction and in terms of reduction of the area under flood risk and the result indicator target value. It is estimated that the contribution of this non-structural Project to the programme result indicator will be approximately 20% of the target value.

The risk of flooding is further exacerbated by climate change effects. Non-structural measures are the most effective measures for adaptation to climate change. Improved data collection and exchange, improved information and knowledge, and improved awareness and institutional capacity will all serve to better identify, plan and implement measures for climate change adaptation. In the target area studies, the analysed scenarios will include a sensitivity analysis of the input parameters to climate change, while the design of the measures will include adaptation to climate change.

## **2.2. Programme level**

The information and communication objectives at the programme level include communication between the Project partnership represented by the Lead Partner, Hrvatske vode, and the Managing Authority, SVRK, aimed at achieving

the objectives of the Cooperation Programme INTERREG V-A Slovenia – Croatia 2014 – 2020 as well as compatibility with other relevant programmes and strategies, as already described in the Project Management Plan.

The Main overall objective of the project is "Flood risk reduction in the transboundary Dragonja, Kolpa/Kupa, Sotla/Sutla, Drava, Mura and Bregana river basins through application of non-structural flood risk management measures". This Project objective directly contributes to the Programme Priority Specific Objective "Flood risk reduction in the transboundary Dragonja, Kolpa/Kupa, Sotla/Sutla, Drava, Mura and Bregana river basins" through flood risk reduction that can be achieved through non-structural measures and PA1 Integrated flood risk management in transboundary river basins.

Both Slovenia and Croatia are actively preparing other non-structural and structural projects for co-financing under their respective Operational Programmes 2014-2020. This Project and subsequent structural projects under this cooperation programme will complement other projects that are being prepared for co-financing under other ESI programmes to maximize the overall objective of reducing the flood risks throughout both countries, including all transboundary river basins.

Generally, any existing tools, models, or maps for the target area will be reviewed and utilized in this project as needed. The Terms of Reference for activities that will be performed under this Project will provide references to specific relevant information (especially recent), with technical specifications regarding improvements of the existing situation that need to be accomplished under the present project, if appropriate.

The Project will capitalise from the existing tools and capacity building of the project partners that were developed under projects that have been carried out independently by Slovenia and Croatia in the past, particularly within the flood forecasting component of Slovenia's BOBER Project and within Croatia's Twinning Project "Development of Flood Hazard Maps and Flood Risk Maps".

### **3. TARGET GROUPS**

The Project's objectives and results can only be achieved through cross-border cooperation because, in line with the Directive 2007-60-EC on the assessment and management of flood risks, flood risk management planning should be done following the river basin approach, i.e. entire basins should be analysed in order to define and implement the optimal flood risk management measures. Furthermore, the key non-structural measures such as joint tools, maps and models can only be developed through joint efforts of the national sectoral agencies. The project partners include all relevant national sectoral agencies involved in the flood risk management in both countries, will all benefit from the joint development and implementation of the non-structural measures in the project area and from the associated capacity building activities. The Project targets a wide range of target groups, who will all benefit from the fact that the non-structural measures implemented by the Project will be optimized following the river basin approach through cross-border cooperation.

During the implementation of the FRISCO1 Project, in addition to internal communication within the project partnership, it is the objective to also inform the key stakeholders and general public who may benefit from the project implementation and facilitate raised public awareness of flood risks and necessary implementation of measures to ensure flood risk reduction to an acceptable level, and additionally educate the general public and population living in flood-affected areas about recommended land uses and implementation of other guidelines and recommendations as to the application of best practices for living along the rivers in flood-affected areas with as low flood-related damages as possible.

#### **3.1. Target groups**

The target groups identified as stakeholders: public institutions (national /regional /local authorities, public companies, sectoral agencies), legal and physical persons carrying out activities in a transboundary area, population affected by floods and other interested public, interest groups (civic initiatives /non-governmental organisation), educational institutions (higher education and institutes) as well as international organisations in the field of water management, particularly flood risk management were included in the project application (Section C.2.2 Target groups).

Table 1.: Overview of target groups from the approved application for the FRISCO1 Project:

@Target group/-s	@Please further specify the target group/s (e.g., bilingual elementary schools, environmental experts, etc.).	@Target value Please indicate the size of the target group you will reach.
local public authority	All municipalities in the target area. There are 42 municipalities in the target area in Croatia and 35 municipalities in the target area in Slovenia. Representatives of municipalities will include spatial planning, economy, agriculture, nature protection, cultural heritage protection, and civil protection departments.	77,00
regional public authority	All counties in the target area. There are 7 counties („županija“) in the target area in Croatia (Istarska, Primorsko-goranska, Karlovačka, Zagrebacka, Krapinsko-zagorska, Varazdinska and Medjimurska). Representatives of municipalities will include spatial planning, economy, agriculture, nature protection, cultural heritage protection, and civil protection departments. In Slovenia there are no counties, only statistical regions (7 in the target area).	7,00
national public authority	Ministries responsible for water management, flood risk management, agriculture, environment and nature protection, construction and physical planning, economy, civil protection and foreign affairs. There are 6 such ministries in Croatia and 5 in Slovenia.	11,00
General public	All population living in the target area (six transboundary river basins), regardless of the degree of flood risk. According to the latest census, the population of the target area is 112.863 in Slovenia and 68.595 in Croatia.	181.458,00
sectoral agency	Agencies responsible for water management , flood risk management, meteorological and hydrological forecasting and civil protection. In Croatia these are Croatian Waters, DHMZ and DUZS, all involved in the Project as project partners. In Slovenia these are ARSO, DRSV, IHR, URZSR (project partners) and IzVRS and ZRSVN.	9,00
interest groups including NGOs	Institutions and NGOs active in the field of environment, spatial planning, risk prevention, civic protection, nature and cultural heritage protection, agriculture and other activities related to the water management and flood risk prevention. At the present, their number is estimated. A detailed list of these organizations will be developed through stakeholder analysis that will be performed for the Communication Plan.	20,00
higher education and research	Universities and technical colleges in the Programme area. In Croatia these are University of Zagreb, University of Rijeka, Faculty of Geotechnical Engineering in Varazdin and Polytechnic of Zagreb. In Slovenia these are Universities of Ljubljana, Novo Mesto, Maribor and Koper.	8,00
International organisation under inter-national law	Permanent Bilateral Slovenia-Croatia commission for water management, ISRBC and ICPDR.	3,00

### 3.2. Analysis of target groups

In the analysis of target groups, the identification of all stakeholders which were previously identified in the project application, as well as their additional elaboration, are of very high significance.

For the project implementation, especially the work package WP T8, Awareness raising and capacity building, as well as communication activities related to project visibility and promotion measures, a detailed elaboration of the target groups identified in the project application will be particularly significant, their spatial distribution on the map of the transboundary river basins according to the basins in which they belong and according to the significance which they have for the implementation of the FRISCO1 project. This was planned to be implemented through external service under the WP T8. The selected Consultant should carry out this detailed elaboration of the stakeholders and target groups in the FRISCO1 project in the period of a maximum 1 month from the contract signature, i.e. during the first period of implementation, which is the main prerequisite for the implementation of visibility and promotion measures for the FRISCO1 project.

The goal of this detailed stakeholder elaboration and analysis, including the mapping of their distribution and development of an address book of the contacts and their relevant data, is to facilitate their active involvement in the implementation of the project and its individual activities, developing the practice of involvement and participation in target discussions during project events organised for the general public to facilitate and encourage their mutual communication for the purpose of ensuring their higher quality contribution to the project implementation.

Since this is a project with a transboundary character whose coordinator is the Permanent Bilateral Slovenia - Croatia Commission for Water Management, it is of special interest to develop and improve the bilateral cooperation, in particular regarding flood risk management, but also to further develop the identity of the bilateral cooperation and trust in the competent national institutions and to ensure that there is a space for dialogue and exchange of opinions, and encourage these practices both at the transboundary and greater international levels.

The project is a pilot challenge of a sort for numerous involved project partners and governmental institutions, not only at the national, but also on the regional and local levels, since its implementation structure and methodology provide a platform to all stakeholders and interested public for active participation and contribution to the success and efficiency of the project implementation as well as all future strategic projects under the Interreg programme and other similar programmes and projects which are of vital importance to these transboundary river basins.

Map 1 Interreg V-A Slovenia – Croatia 2014-2020, Programme area



#### 4. PROJECT IMPLEMENTATION

The FRISCO1 project will be implemented by eight project partners, of which three project partners are from Croatia (Hrvatske vode as the Lead Partner, Meteorological and Hydrological Service (DHMZ) and National Protection and Rescue Directorate (DUZS)) and five project partners are from Slovenia (Ministry of the Environment and Spatial Planning (MOP), Directorate of Republic of Slovenia for Water (DRSV), Agency of the Republic of Slovenia for the Environment (ARSO), Institute for Hydraulic Research (IHR) and Administration of the Republic of Slovenia for Civil Protection and Disaster Relief (URSZR).

According to the FRISCO1 project management structure, the implementation of the Communication Management Plan is carried out by the appointed Project Communication Team (PCT) which consists of 10 members (5 Croatian representatives (HV-3, of whom one is the team leader deputy; DHMZ-1; Duzs-1), and 5 Slovenian representatives (MOP-1, ARSO-1, DRSV-1, IHR-1, URSZR-1)), whose team leader is a member of the MOP, and the deputy team leader is a member from HV. As part of the implementation of the work package WP T8 activities, a working group for awareness raising and capacity building is appointed which will be in charge of implementing this work package and it will closely cooperate with the PCT team on the implementation of the measures of capacity building and awareness raising among the general public in relation to flood risk reduction at the transboundary level.

The implementation of such a complex strategic project as FRISCO1 presents a challenge for all involved project partners; however, the experience and competence of the project partners are a guarantee of the project's success through the implementation of non-structural measures, including also the successful preparation of the next strategic project FRISCO2 for implementation in the next step of the implementation of the Transboundary

Programme , with specific structural measures which will bring about concrete effects in terms of flood protection of the most vulnerable transboundary areas.

## **5. METHODS OF COMMUNICATION WITH STAKEHOLDERS AND INTERESTED PUBLIC**

### **5.1 Implementation of WP T8 Awareness raising and capacity building**

This work package will include the following non-structural flood risk reduction measures listed in the Programme under "Indicative flood risk management activities in the transboundary river basins to be supported":

- 1) Awareness rising and capacity building activities for citizens, businesses, farmers, land owners and public institutions to understand flood risk prevention measures and water management processes and to learn how to respond during flood events;
- 2) Capacity building of institutions responsible for flood risk management and river basin management (e.g. water management authorities, bilateral commission for water management) and other relevant institutions (e.g. hydro-meteorology services, civil protection, spatial planning and nature protection authorities, etc.);
- 3) Identification of operational gaps and administration burdens for sound transboundary flood risk management, preparation of concrete solutions and if possible, their integration into national systems and daily practice.

The work package will be carried out by Hrvatske vode, MOP and all other partners. By participating in the project, all partners will gain benefits through capacity building which will form a solid basis for the preparation and implementation of new projects under the competence of the involved institutions.

#### **5.1.1 Awareness rising for target groups**

The focus of these activities is the development and implementation of the Public Awareness Raising and Capacity Building Plan, and the training and capacity building of public institutions active in flood risk reduction in the Dragonja, Kupa/Kolpa, Bregana, Sutla/Sotla, Drava and Mura river basins. The implementation of this activity is planned by the responsible project partners, MOP and HV, each in its part of the transboundary area, by using Consultants' services, based on the TOR which will be prepared by the WGC working group, in accordance with the description of the planned activities under the work package T8.1 Awareness rising for target groups (T8) of the FRISCO-1 project.

The selected consultant will initially carry out a detailed analysis of stakeholders and target groups, including the mapping (distribution on the map of the transboundary river basins according to the basins in which they belong and according to the significance which they have for the implementation of the FRISCO1 project) and prepare an address book of the contacts and their relevant data about individual representatives of the stakeholders and target groups.

The implementation of 24 workshops is planned, two per each river basin, one for schools and the other for all other stakeholders in the basin, 12 on Croatian side of transboundary river basins and 12 on Slovenian side of transboundary river basins. They will contain presentations of educational nature, dissemination of printed leaflets and promotional material to encourage their involvement in joint discussions and to facilitate awareness raising and capacity building among both involved individuals and also involved institutions, which should finally result in their higher quality contribution to the implementation of the FRISCO1 project and also participation and contribution to the preparation of the FRISCO2 project aimed at implementation of structural measures in the selected river basins.

These activities are focused on ensuring raised awareness and increased skills of the target subjects as well as strengthened capacity of the public institutions in view of the importance to implement self-protection and joined measures to reduce flood risks.

The activities are further focused on awareness raising and strengthening of the local population as well as capacity building in public institutions in areas where the activities are implemented in relation to the following:

- understanding floods as a local natural phenomenon;
- the process of integrated water management and water management planning;
- long-term sustainable structures and non-structural measures for flood risk reduction;

- potential individual and mutual self-protection measures in the period before flood occurrence, during forecast floods, during floods and after floods (after receding of the water wave);
- understanding the context of transboundary water management, including flood risks.

The mission of these activities is the promotion and explanation of the meaning of the significance of implementing self-protection and common action as a particularly important non-structural measure within the implementation of a combination of non-structural and structural measures which were determined by option analysis as appropriate non-structural and structural measures for optimal reduction of flood risks which endanger human life, private and public property and cultural and natural assets in a certain flood area. It is, therefore, important to strengthen understanding and trust of the public in the importance of individual and common protection measures within the integrated flood risk reduction concept.

After the implementation of the workshops, the Consultant will prepare reports from the held workshops which will serve as a basis for the preparation of the final reports following the completion of the project which will summarise the results of these activities under WP T8.

The report on awareness raising for target groups will describe the awareness raising and capacity building activities for citizens, businesses, farmers, land owners, water rights owners and public institutions to understand flood risk prevention measures and water management processes and to learn how to respond during flood events, and it will also assess the results of these activities.

The report on individual activities will provide individual reports about each awareness raising /capacity building activity (workshops), including electronic and printed materials developed under this activity.

#### 5.1.2 Institutional capacity building

Capacity building of institutions responsible for flood risk management and river basin management (e.g. water management authorities, bilateral commission for water management) and other relevant institutions (e.g. hydro-meteorology services, civil protection, spatial planning and nature protection authorities, etc.) is planned in the following manner:

- by participation of the representatives of individual working groups of the FRISCO1 project in the workshops organised for implementing the activity Awareness raising for target groups;
- also through work in technical working groups organised for implementation of the technical work packages (WP T1-WPT7).

After each workshop, the representatives of individual project partners will also have the obligation to compose a report on the participation at the workshop and capacity building during the implementation of these workshops.

Additionally, by filling in the inquiry at the start and end of the project implementation, which will be designed by the Consultant for implementation of the activity Awareness raising for target groups, each member of an individual working group will have the task to fill in these inquiries which will then serve for the preparation of the final report on institutional capacity building (deliverable T.8.2.1) at the end of the project implementation to describe capacity building of institutions responsible for flood risk management and river basin management and other relevant institutions. The report will identify individuals whose professional capacity has been improved and demonstrate that the relevant project output indicator target has been met.

#### 5.1.3 Improvement of transboundary FRM

This activity will include identification of operational gaps and administration burdens for sound transboundary flood risk management, preparation of concrete solutions and, if possible, their integration into national systems and daily practice. This activity will be carried out in parallel to all project activities. As operational gaps and administration burdens are identified, concrete solutions will be considered, prepared and implemented into the national systems and daily practice, if possible. At the end of the project, a report that will summarize the results of this activity will be prepared.

## 5.2.2 Implementation of visibility and project promotion activities and measures

Promoting the Project by organizing communication and visibility activities, by establishing continuous communication between the partners and the broad range of stakeholders, decision makers, target groups and general public on the transboundary level as well as on the national level, is crucial for effective implementation and achievement of the main objective - flood risk reduction in six transboundary river basins. Those activities will improve the quality of the outputs and will give added value to the project implementation. In addition, these activities will ensure a much better preparation for the next step (implementation of the structural measures), which provides additional benefits in terms of the flood risk reduction within the transboundary target areas. In particular, communication with decision makers will help streamline and accelerate the permitting process, which is important for timely start of the subsequent structural project(s). The elements of added value could be the promotion of public-private partnerships, innovation and best practices or other cross-cutting issues, such as environmental issues, promotion of gender quality and equal opportunities, the needs of people living with the threats of floods and other risks related to flood disasters. Every project partner shall have his respective role depending on his specific activities and responsibilities related to his basic tasks. In order to ensure the desired results in the reduction of flood risks in all six transboundary basins, a multidisciplinary approach is required, as well as participation of experts in different fields - hydrologists, hydraulic engineers and other experts in the field of water management and flood risk management, in particular, with technical support from project managers, financial managers and communication experts, as well as their joint cooperation in those project teams both on the national and transboundary level.

### 5.2.2.1 Publication(s)

The PCT group will prepare notices to provide information to the stakeholders and target groups but also to the wider public about the project. At the beginning of the implementation, the first notice will be to introduce the interested public to the FRISCO1 project and to announce transparent implementation by providing regular information about the implementation of the Project. Later regular provision of information to the stakeholders and target groups but also to the wider public will be achieved by drafting media notices for beneficiaries concerning the project implementation progress, as well as by drafting specific media notices to provide information about the achieved results regarding specific work packages. The stakeholders and target groups and the wider public will be invited to participate in the project events (e.g. final conference or some other important event) organized during the implementation, where they could give their support or actively engage in project implementation. Also, the publication of notices during the implementation will be the easiest way to share the achieved results with the stakeholders and target groups as well as with the wider public. The project partners will also organize several press conferences (estimated number = 6) and by preparing press releases in the media they will inform the key stakeholders and target groups as well as the other interested parties about the project FRISCO1 implementation.

### 5.2.2.2 Public Event(s)

Public events will include the Project kick-off meeting, two annual progress meetings, and the Final conference. The main objective of the kick-off meeting will be the presentation of the key elements of the Cooperation programme INTERREG Slovenia-Croatia 2014-2020 and the Project FRISCO1. Also, the participants will be informed about the subsequent strategic project(s) foreseen for the implementation of structural measures in four transboundary river basins - the Kolpa/Kupa, Sotla/Sutla, Drava and Mura. The annual progress meetings will inform about the progress in the development of the key project outputs (joint tools, models and maps for flood risk management). At these events, the consultations with the stakeholders and the public will be conducted in order to obtain the approval of the developed non-structural measures as well as of the proposed structural measures defined by the Target Area Studies. Additional consultations with and approval of the developed non-structural and the proposed structural measures by the key stakeholders will be conducted by Working Groups under Activity M.3 Technical Coordination. The Final conference will be organised at the end of the project implementation to provide a presentation of the key results and benefits of the implementation of project FRISCO1. It will be a platform for dissemination of knowledge, innovation, best practices and exchange the experiences and lessons learned among the participants.

### 5.2.2.3 Promotional material

The promotional material which will be prepared for this project will include: project logo which will include EU logo, project slogan and project visual elements, including: (1) the project leaflet which will be prepared at the very start

of project implementation and which is intended for target groups and local communities, containing basic information about the project; (2) the project poster with the project logo and the main information of the project; (3) educational leaflets and brochures (aimed at educating the key stakeholders, target groups and the public about the significance and benefits of the project; (4) user guidelines and recommendations (e.g. concerning alerts, improved land use in the floodplains, etc.); and (5) the final leaflet about the project results. The promotional material will provide a better presentation of the project and could provide a better understanding of the significance of the project and its components and thus help the stakeholders and target groups to be familiar with the topics related to flood risk management, particularly non-structural measures. Also, the project partners could decide to order some promotional things such as T-shirts, tea mugs, etc., with the project logo as a tool for improvement of the project promotion and visibility.

#### 5.2.2.4 Digital activities

Digital activities i.e. modern technology could provide the most efficient communication in the shortest time and involve the large number of participants. The project website (in three languages - EN, SI and HR) will be designed as one of the first activities. The website will be continuously updated and maintained during the project implementation. The project website will provide all relevant information to reach the stakeholders, target groups and general public as soon as possible and to give them information about the status of the project implementation. Also, by way of the website announcements, it is possible to invite the largest number of persons to project-related events. During the preparation of the study documentation for the structural measures in four transboundary river basins - the Kolpa/Kupa, Sotla/Sutla, Drava and Mura, the stakeholders will be invited to public hearings related to EEA and MA procedures. Also, some of the promotional material in digital form will be published on the website (e.g. educational leaflets, guidelines and recommendations).

## 6. BUDGET FOR THE ACTIVITY AWARENESS RAISING AND PROJECT VISIBILITY AND PROMOTION

The total value of the implementation cost for the activity Communication Management Plan is € 235,000 (i.e. 5.8% of the total project cost) , of which 85% (€199,750) will be EU cofinanced through the ERDF, while the remaining 15% will be covered by the national cofinancing of the involved project partners. Of this, € 75.000 is planned for the work package Communication, i.e. for all horizontal measures related to visibility and promotion of individual work packages of the FRISCO1 project, while the remaining € 160,000 is planned for the measures Awareness raising and capacity building through the implementation of anticipated activities under the work package WP T8.

The Table 2 (Annex 1 to the Plan) gives a cost overview of all horizontal work packages, project management, awareness raising and capacity building as well as all visibility and promotional activities for each individual activity planned within the project implementation.

## 7. IMPLEMENTATION PERIOD

The implementation of the FRISCO1 project is anticipated in the period of 3 years (11 April 2016–10 April 2019), through 6 half-year periods.

The time schedule for the implementation of the Communication Management Plan includes the implementation of the activity Awareness raising and capacity building, i.e. work package WP T8 and the implementation of communication activities under WP C for the total FRISCO1 project, which are presented as implementation of individual activities within a certain time period, as described in the ACTIVITY PLAN: AWARENESS RAISING AND PROJECT VISIBILITY AND PROMOTION as described in point 8 of this Plan.

## 8. ACTIVITY PLAN: AWARENESS RAISING AND PROJECT VISIBILITY AND PROMOTION

The Action Plan for the activity: Awareness raising and project visibility and promotion

The Implementation Plan for activities and event planned within the project regarding communication with stakeholders and the general public is part of the Action Plan for the implementation of the Communication Management Plan, and contains an overview of all activities, including the roles of individual project partners in the

implementation of individual activities (leader/participant), and takes into account the dynamics of implementation of a specific activity under a work package i.e. full implementation of the project. It is given in Table 3 (Annex 2 to the Plan).

The Action Plan for the activity: Awareness raising and capacity building will be developed by an external Consultant contracted for the implementation of the work package WP T8, and, following its development, will be an integral part of the Activity plan: Awareness raising and project visibility and promotion (by updating the WPM after the finalisation of the first period).

The Activity plan: Awareness raising and project visibility and promotion will have to be finally harmonised with the Project Management Plan (PMP) of the FRISCO1 project as its integral part.

## **9. PROJECT OUTPUTS AND RESULTS AND THEIR DURABILITY AND TRANSFERABILITY**

All project outputs will be available on the internet, via brochures, special documents and open data bases or will be made available to stakeholders on request. Joint Tools 1 and 2, Joint Models 1 and 2 and Joint Maps 1 and 2 will be published on the internet and can be used by the target groups as needed. After the project is finished, they will be used, updated, maintained and republished by the responsible national agencies using their regular sources of funding. The owners of the outputs are public agencies who will provide them to the public. The Joint Model 2, improved flood forecasting and early warning system, will be integrated into the national flood forecasting systems and maintained and updated by the responsible national agencies (Hrvatske vode and DHMZ in HR, ARSO in SI). It will be used to issue information and warnings to target groups. Joint Maps 1 and 2 will be updated as needed and used by the responsible national agencies for preparation of the updated national Flood Risk Management Plans due in 2021. Representatives from other organisations/regions/countries outside of the current partnership will be invited to project workshops and presentations. The project partners will publish papers in international journals and present the project outputs at workshops and conferences. The transfer of experience on bilateral cooperation achieved through the Project as well as of bilaterally agreed methodologies developed under the Project will be emphasized and "offered" for use in other transboundary basins. The Project will ensure that project outputs are applicable by quality control procedures performed as part of the project management, which should also address the issue of reproducibility. They will also ensure that the project outputs are applicable after the project is finished by continuously maintaining, using and updating them.

10. ANNEXES

Annex 1 Table 2 BUDGET FOR THE ACTIVITY AWARENESS RAISING AND PROJECT VISIBILITY AND PROMOTION

PRORAČUN HORIZONTALNIH AKTIVNOSTI PROJEKTA FRISCO1

ACTIVITIES	Deliverables	No of deliverabilities	BUDGET																							TOTAL BUDGET	
			TOTAL	IZMJENA /DOPUN A PREMA BUDGET U	HR										SLO												
					HV					DHMZ					DUZS					MOP					TOTAL		
					Staff	adminis tration	Travel	External	TOTAL	Staff	adminis tration	travel	External	TOTAL	Staff	adminis tration	travel	External	TOTAL	Staff	adminis tration	Travel	External	TOTAL			
<b>WP M PROJECT MANAGEMENT</b>			<b>150.000</b>	<b>150.000</b>	72.600	10.890	4.050	0	<b>87.540</b>	200	30	1.000	0	<b>1.230</b>	200	30	1.000	0	<b>1.230</b>	<b>90.000</b>	49.800	0	10.200	0	<b>60.000</b>	<b>60.000</b>	<b>150.000</b>
A.M.1 Project Management Plan 1.4.16./30.06.16.	A.M.1.1 Project Management Plan The PMP will include the project management plan, CMP and FMP and all other subsidiary plans needed by the organisation and/or required by the Programme.	1	10.000	20.000	2.000	300	4.050		6.350	200	30	1.000		1.230	200	30	1.000		1.230	8.810	1.990	0	9.200		11.190	11.190	20.000
A.M.2 Strategic Coordination 1.4.16./31.03.19.	Strategic coordination between HV and MOP and other partners, as needed and with external parties (Permanent Slovenian - Croatian Commission for Water Management and its sub-commissions for the river basins Mura and Drava; Kolpa/Kupa and Sotla/Sutla; sea and karst; for the Water Quantity and for Water Quality). M.2.1 Minutes of meetings M.2.2 Bilaterally-agreed methodologies	12 4	25.000	25.000	11.000	1.650		12.650						0					0	12.650	11.350	0	1.000		12.350	12.350	25.000
A.M.3 Technical Coordination 1.4.16./31.03.19.	M.3.1 Minutes of Meetings and Progress Reports	24	25.000	25.000	11.500	1.725		13.225						0					0	13.225	11.775	0	0		11.775	11.775	25.000
A.M.3 Risk and Quality Management 1.4.16./31.03.19.	M.4.1 Quality Control Reports	6	25.000	25.000	11.500	1.725		13.225						0					0	13.225	11.775	0	0		11.775	11.775	25.000
A.M.5 Financial Management 1.4.16./31.03.19.	M.5.1 Financial Reports and Reimbursement Requests M.5.2 Final Financial Report	6 1	25.000	25.000	17.000	2.550		19.550						0					0	19.550	5.450	0	0		5.450	5.450	25.000
A.M.6 Reporting 1.4.16./31.03.19.	M.6.1 Periodic Reports M.6.2 Final Report	42 1	20.000	20.000	11.600	1.740		13.340						0					0	13.340	6.660	0	0		6.660	6.660	20.000
A.M.7 Archiving and Closure 1.4.19./31.03.19.	M.7.1 Filling System M.7.2 Project Closure Report	1 1	10.000	10.000	8.000	1.200		9.200						0					0	9.200	800	0	0		800	800	10.000
<b>WP T8 INCREASE AWARENESS AND CAPACITY</b>			<b>160.000</b>	<b>160.000</b>	10.000	1.500	2.350	<b>60.000</b>	<b>73.850</b>	200	30	1.000	0	<b>1.230</b>	800	120	4.000	0	<b>4.920</b>	<b>80.000</b>	1.500	0	0	78.500	<b>80.000</b>	<b>80.000</b>	<b>160.000</b>
A.T8.1 Awareness rising for target groups (31.3.19./30.3.19) 31.3.2019	T8.1-3- People with increased professional capacity due to their participation in cross-border activities in transboundary flood risk and river basin management T8.1.1. Report on awareness rising for target groups This report will describe awareness rising and capacity building activities for citizens, businesses, farmers, land owners, water rights owners and public institutions to understand flood risk prevention measures and water management processes and to learn how to respond during flood events, and assess results of these activities. T.8.1.2. Reports on individual activities This deliverable will provide individual reports from each awareness rising/capacity building activity (education activities, meetings, presentations, workshops) and electronic and printed materials developed under this activity.	20 1 (30.6.19.) 24 (31.3.2019)	75.000	138.940	6.000	900	2.350	45.000	54.250	0	0	1.000	0	1.000	600	90	4.000	0	4.690	59.940	500	0	0	78.500	79.000	79.000	138.940
A.T8.2 Institutional capacity building 31.3.19./30.6.19.	T.8.2.1. Report on institutional capacity building o describe capacity building of institutions responsible for flood risk management and river basin management and other relevant institutions. o identify individuals whose professional capacity has been improved o demonstrate that the relevant project output indicator target has been met.	1	75.000	11.910	3.000	450	0	7.500	10.950	200	30	0	0	230	200	30	0	0	230	11.410	500	0	0	0	500	500	11.910
A.T8.3 Improvement of transboundary FRM 31.3.19./30.6.19.	T.8.3.1. Report on transboundary FRM o describe analysis of operational gaps and administration burdens o present concrete solutions that have been considered, prepared and implemented into national systems and daily practice	1	10.000	9.150	1.000	150	0	7.500	8.650	0	0	0	0	0	0	0	0	0	0	8.650	500	0	0	0	500	500	9.150
<b>WP C COMMUNICATION</b>			<b>75.000</b>	<b>75.000</b>	5.600	840	2.600	26.000	<b>35.040</b>	200	30	1.000	0	<b>1.230</b>	200	30	1.000	0	<b>1.230</b>	<b>37.500</b>	3.600	0	0	33.900	<b>37.500</b>	<b>37.500</b>	<b>75.000</b>
A.C.1 Start up activities, including commu 11.4.-10.6.16.	C.1.1. Communication Plan Communication plan prepared by Project PR Group o identify stakeholders and target groups relevant for this project o give action plan for implementation of communication activities o plan the dissemination of the results achieved during the implementation of the project.	1	15.000	15.000	5.600	840	2.500	0	8.940	200	30	1.000	0	1.230	200	30	1.000	0	1.230	11.400	3.600	0	0	0	3.600	3.600	15.000
A.C.2 Publications 11.4.-31.3.19.	C.2.1. Media Notices o notices to provide information to the stakeholders and target groups and the wider public. the first notice At the beginning of the implementation o press conferences	12 6	15.000	15.000	0	0	0	3.000	3.000	0	0	0	0	0	0	0	0	0	0	3.000	0	0	0	3.000	3.000	3.000	6.000
A.C.3 Public events 11.4.-31.3.19.	C.3.1. Public Event Reports 4 Public events with the stakeholders and the public o kick-off meeting o two annual progress meetings The annual progress meetings will present the progress on development of the key project outputs (joint tools, models and maps for flood risk management). At these events consultations will be conducted in order to obtain approval of the developed non-structural measures as well as of the proposed structural measures defined by the Target Area Studies. - Additional consultations with and approval of the developed non-structural and the proposed structural measures by the key stakeholders will be conducted by Working Groups under Activity M.3 Technical Coordination. o Final conference	4	15.000	15.000	0	0	100	13.000	13.100	0	0	0	0	0	0	0	0	0	0	13.100	0	0	0	9.900	9.900	9.900	23.000
A.C.4 Promotional material 11.4.-31.3.19.	Project logo and other visual project elements prepared in all the three languages o project logo which will include EU logo, o the project slogan and o the project visual elements, including: (1) the project leaflet (2) the project poster (3) educational leaflets and brochures (4) user guidelines and recommendations (5) the final leaflet		15.000	15.000	0	0	0	10.000	10.000	0	0	0	0	0	0	0	0	0	0	10.000	0	0	0	6.000	6.000	6.000	16.000
A.C.5 Digital activities	The project website (in three languages - EN, SI and HR)		15.000	15.000	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	15.000	15.000	15.000	15.000

FRISCO1 COMMUNICATION MANAGEMENT PLAN

STRATEGIC PROJECTS TIMELINE

Activity Code	ACTIVITY	Deliverabilities	Coordinated / Performed	Duration (months)	2016	2017	2018	2019	2020			
					FRISCO 1							
					Dragonja, Kolpa/Kupa, Sotla/Sutla, Drava, Mura and Bregana river basins							
					PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 4	PERIOD 5	PERIOD 6		
IV-IX 2016	X'16-III'17	IV-IX 2017	X'17-III'18	IV'18-IX'18	X'18-III'19							
					FRISCO 2							
					Kolpa/Kupa, Sotla/Sutla, Drava and Mura river basins							
					PERIOD 1	PERIOD 2	PERIOD 3	PERIOD 5	PERIOD 6			
					VII'18-XII'18	I'19-VI'19	VII'19-XII'19	I'20-VI'20	VII'19-XII'19			
<b>FRISCO 1</b>	<b>Non-structural measures</b>			<b>36</b>								
<b>WP M</b>	<b>Project management</b>		performed by PMP Group	36								
		Project Management Plan	performed by PMP Group									
		Updates of Project Management Plan	performed by PMP Group									
<b>WP T8</b>	<b>Awareness raising and capacity building</b>		coordinated by PCT and AWC Group	36								
T.8.1	Awareness rising for target groups											
		Detaljna analiza stakeholdera i izrada Plana jačanja svijesti i kapaciteta	performed by external Service Consultant									
		Workshops for public (12)	performed by external Service Consultant	12								
		Workshops for schools (12)	performed by external Service Consultant	12								
		T8.1.1. Report on awareness rising for target groups (1)	performed by external Service Consultant									
		T8.1.2. Reports on individual activities (24)	performed by external Service Consultant									
T.8.2	Institutional capacity building			36								
		T.8.2.1. Report on institutional capacity building (1)	prepared by CMP upon external Service Consultant reports									
T.8.3	Improvement of transboundary FRM			36								
		T.8.3.1. Report on transboundary FRM (1)	prepared by CMP upon external Service Consultant reports									
<b>WP C</b>	<b>Project Communication</b>		coordinated by PCT	36								
C.1	Start-up activities	Communication Plan	performed by PCT and AWC Group									
		Updates of Communication Plan	performed by PCT and AWC Group									
C.2	Publications	Media Notices (12)	coordinated by PCT									
		Press Conferences (6)	coordinated by PCT									
C.3	Public events	Kick off Meeting	coordinated by PCT									
		Annual Meetings	coordinated by PCT									
		Final Conference	coordinated by PCT									
C.4	Promotional material	Logo, slogan	performed by external Service Consultant									
		Project leaflet	performed by external Service Consultant									
		Project poster	performed by external Service Consultant									
		Educational Leaflets	performed by external Service Consultant									
		User guidelines and Recommendations	performed by external Service Consultant									
		Final Leaflet	performed by external Service Consultant									
		Promotional things	performed by external Service Consultant									
C.5	Digital Activities	Project website	performed by external Service Consultant									
<b>FRISCO 2</b>	<b>Structural measures</b>			<b>30</b>								