**[ETC acronym] | [year] communication plan**

The ETC coordinators and/or the communications focal points nominated by the ETC are invited to complete this **communication plan template** as part of the action plan. The communication plan will be used as a basis for the EEA-ETC cooperation on external communications. The EEA communication team will review the plans across all ETCs in order to further align communication activities.

The communication plan should be **submitted as an annex to the Action Plan**. Any subsequent updates to the communication plan or questions regarding communication activities may be submitted directly to the EEA communications team.

**Focal point on communications**

Please provide the contact information for the person responsible for external communications in the ETC, be it the ETC coordinator or the communications focal point nominated by the ETC.

|  |  |
| --- | --- |
| Full name:  |  |
| Email address:  |  |

**Outputs**

Please review your action plan through a communications lens and tease out the **key outputs which may have outreach potential**, be it around the output itself or in the wider corporate communication sense (i.e. promoting the ETC and/ or EEA in general).

Regarding the target audience of your output, please indicate the audience category (A, B or C) as per EEA’s [product type review](https://www.eionet.europa.eu/etcs/corporate-standards/2022-eea-product-types.pdf). Note: as a general rule, we would expect your audience to fall under category C, i.e. technical, highly informed audience.

Please also share with us any part of your **ETC action plan referring to communication**.

**Output 1**

|  |  |
| --- | --- |
| **Name** |  |
| **Indicative timing of output** (publishing or event date; DD/MM/YYYY) |  |
| If output contributes to an EEA product: **Indicative timing of EEA product** (DD/MM/YYYY) |  |
| **Purpose/ objectives** |  |
| **Policy relevance (if any)/** **what it contributes to** |  |
| **Target audience** |  |
| **Format** (assessment, dataset, data visualisation, stakeholder event, etc.) |  |
| **Tools and channels** |  |
| Any relevant **quality and data issues**  |  |

(Add or remove outputs as needed)

**Output 2**

|  |  |
| --- | --- |
| **Name** |  |
| **Indicative timing of output** (publishing or event date; DD/MM/YYYY) |  |
| If output contributes to an EEA product: **Indicative timing of EEA product** (DD/MM/YYYY) |  |
| **Purpose/ objectives** |  |
| **Policy relevance (if any)/** **what it contributes to** |  |
| **Target audience** |  |
| **Format** (assessment, dataset, data visualisation, stakeholder event, etc.) |  |
| **Tools and channels** |  |
| Any relevant **quality and data issues**  |  |

**Output 3**

|  |  |
| --- | --- |
| **Name** |  |
| **Indicative timing of output** (publishing or event date; DD/MM/YYYY) |  |
| If output contributes to an EEA product: **Indicative timing of EEA product** (DD/MM/YYYY) |  |
| **Purpose/ objectives** |  |
| **Policy relevance (if any)/** **what it contributes to** |  |
| **Target audience** |  |
| **Format** (assessment, dataset, data visualisation, stakeholder event, etc.) |  |
| **Tools and channels** |  |
| Any relevant **quality and data issues**  |  |

Please add more sections as needed.