

DESIGNING THE COMMUNICATION (ACTION) PLAN

Burning Topics	What	To whom	How	When	Who	Statement
	Specific need or asset on national level	Targeting	Tools	Timing	Responsible person or organisation	Wording of the message
Recognition of the LAGs	I group: 1) Multi-sectoral cooperation, representatives of public sector can't be officially involved in other sectors, except education; 2) Cooperation with international organisations - documents are needed, but we are not officially recognized; 3) Fundraising – possibility to rise some more funds from different donors	Ministry of Agriculture; Parliament; Local authorities	Communication with ministries and Parliament, Legislative initiative, becoming influential actors, legislative protocol at LAG level, local municipality level regarding LAG?	June 2019	Thematic working group consisting of 8 persons, group formed by 10 th of January.	
	II group: 1) Publicity; 2) Building trust; 3) Support and resources; 4) LAGs involvement in civic engagement	Local authorities, media, Ministry of Agriculture; Parliament;	Successful stories in media			
Decentralisation	I group: (development in accordance with real needs) 1) Chaos in local and central governments; 2) Many issues can be solved at local level; 3) Slow development, decision making process is too complicated and slow, 4) Government doesn't take	For citizens, population;	Conduct the survey about what kind of the governing issues are needed to address at local level, citizens involved into the survey;	2019 Feb.	Government and Parliament	

	responsibility and then people don't take responsibility also.		presenting results to the local government, lawyers involved;			
	II group: (decentralizing budget). 1) money needs to be allocated according to the needs; 2) Budget should be controlled by local level; 3) Monitoring the budget by regions is important; LAGs should be involved into monitoring; Local government needs to decide more then it is more effective.	Local authorities, Government, Deputies in Parliament from each region	Involvement of GALAG into this dialogue	February 2019		

Burning Topics	What	To whom	How	When	Who	Statement
	Specific need or asset on local level	Targeting	Tools	Timing	Responsible person or organisation	Wording of the message
Recognition of the LAGs	1) Internal regulation	LAG	Making plan	Max 3 months	LAG members, president	
	2) Activating internal groups (divided into fields)	LAG	Making plan	Max 3 months	LAG members, president	
	3) LAG as author of implemented projects	LAG, donors	Implementing successful projects	Today-1 year	Internal groups, fundraisers	
	4) Priorities to be in line with local residents	LAG, local residents	Open door days	Today	Members of LAGs	
	5) First-hand communication with local residents	LAG, local residents	Open door days	Today	Members of LAGs	

	6) Publicity	LAG, local media, residents, NGOs	Open process	Today	LAG members	
	7) Trust	LAG, financed, beneficiaries, residents	Open process	Today	LAG members	
	8) Resources personal	Qualified members, donors, local authorities	Fundraising and trainings	Today	LAG, donor	
	9) Support	LAG, local authorities, government, beneficiaries	Fundraising and trainings	Today	LAG, donor	
	10) LAG involvement in civic engagement	LAG, local authority	Successful stories in media	Today	LAG, Donor	