

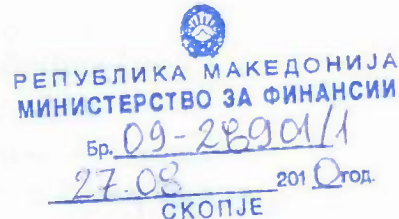
OPERATION IDENTIFICATION SHEET

Implementation of the Communication Action Plan for OPHRD (2007-2013)

1. Operating Structure:

Operating Structure for Human Resources Development Component of IPA (OS), as per Article 16 of the Governmental Decree on DIS, shall comprise of CFCD and the respective structures for IPA implementation established within the Ministry of Education and Science (MES) and the Ministry of Labour and Social Policy (MLSP). The Operating Structure shall be responsible for managing and implementing the OPHRD in accordance with the principle of sound financial management, as per Article 9 of the Governmental Decree on DIS, point 6 of Annex A of the Framework Agreement and Article 28 of IPA IR, in the following manner:

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РЕПУБЛИКА МАКЕДОНИЈА
МИНИСТЕРСТВО ЗА ФИНАНСИИ
Бр. 09-28901/1
27.08 2011 год.
СКОПЈЕ

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2. Title of the Operation:

Implementation of the Communication Action Plan for OPHRD (2007-2013)

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3. Measure

Measure 4.1 - Support to the Implementation of the OPHRD

4. Description of the Operation

4.1 Synthetic description:

This Operation aims at achieving effective communication of the Operational Programme for Human Resources Development 2007 – 2013 in order to increase the awareness of the public regarding the EU financial that will be implemented through the OPHRD.

This Operation will provide support to the Operating Structure (OS) staff of the IPA Component IV to revise/ update the existent Communication Action Plan for OPHRD 2007-2013, that will cover activities connected to publicity/visibility and information of the OP HRD. Furthermore, this operation aims at implementing in an effective and efficient way the action plan in due time and at supporting the OS to fulfil all its legal obligations resulting from EU communication provisions. All activities of this operation will have to be implemented in closed cooperation with the OS.

As a result, the following two main components have been envisaged for this Operation:

1. Update/ revision of the existing Communication Action Plan (CAP) for OPHRD 2007-2013

This component of the Operation will assist the OS staff to improve the content of the existing Communication Action Plan (i.e. Communication Strategy and the Action Plan), that has been developed by the Operating Structure for Human Resources Development, by quality revision and upgrading of the overall document (methodology, proposed publicity activities, timing etc.) as well as by identifying new appropriate measures and/or activities concerning the publicity/visibility and information.

2. Implementation of the Communication Action Plan

This component of the Operation will assist the Operating Structure for Human Resources Development to realise an effective implementation of the information and publicity measures and/or activities presented in the Action Plan proposed, using a various range of communication tools (multimedia, public events, various/original communication supports etc.) at the appropriate territorial level, for specific target groups, etc.

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4.2 End recipient (s):

Operating Structure for Human Resources Development

4.3 Duration:

The Operation shall cover one service contract procured under a Framework Contract. The Operation is expected to start in July 2010 and end in June 2012, with duration of 24 months.

4.4 Target group(s):

The target group of this Operation consists of:

- CFCF staff;
- staff of IPA structures in MLSP;
- staff of IPA structures in MES;
- ultimate beneficiary and potential ultimate beneficiary
- the public at large.

4.5 Expected output, result, impact and indicators

Indicators	Baseline	Target	Definitions and presumptions	Source of data
<i>Outputs</i>				
No of people trained by institutions	0	60		Project reports
<i>Result</i>				
% of funding consumption	0	70%		Database

5. Links with other measures or IPA Programmes (if any)

This Operation is linked with the overall implementation of the Operational Programme for Human Resources Development 2007 - 2013.

6. Implementation arrangements, risk and assumptions

6.1 Institutional framework:

The Operation's Institutional Framework shall include the following:

The Central Financing and Contracting Department shall act as a Contracting Authority and shall be responsible for launching tenders, organising evaluations, preparing/signing contracts, payments, accounting, and shall have overall responsibility and supervision of the contracts' implementation.

The Delegation of the European Union in Skopje shall execute ex-ante control over the whole procedure and shall be kept fully informed on the progress by means of regular briefings during the course of the Operation.

The IPA Structures in the Ministry of Labour and Social Policy and the Ministry of Education and Science will be responsible for programming and technical implementation of the OP HRD, where the MLSP is responsible for technical implementation of Priority Axis 1 (Employment) and Priority Axis 3 (Social Inclusion), and the MES is responsible for Priority Axis 2 (Education). The Priority Axis 4 (Technical Assistance) will be implemented through joint cooperation of the Operating Structure for the Human Resources Development.

A **Steering Committee (SC)**, comprising of representatives of the bodies of the Operating Structure (CFCD, IPA Units in the Ministry of Labour and Social Policy and the Ministry of Education and Science), the Secretariat for European Affairs, the contractor and other relevant stakeholders, shall be established to monitor the implementation of the project. The Delegation of the European Union will participate at the Steering Committee as an observer. The SC will take the necessary decisions related to project facilitation and progress and will be the forum to discuss any unforeseen difficulties. The final membership of the Steering Committee will be approved by the Contracting Authority.

6.2 Procedures for the implementation of the operation

Project title	Type of Contract	Award Procedure	Completion of Tender documentation and submission to EUD	Inviting tenders to submit offers	Submitting the proposals	Evaluation period	Contract signature	Contract start	Contract end
Implementation of the Communication Action Plan	Service	Framework Contract	01/2010		04/2010	04-05/2010	07/2010	07/2010	06/2012

6.3 Risk and assumptions (if any)

Risks:

- Lack of available staff involved in the implementation of project activities;
- Low level of cooperation between all actors in implementing the Operation;
- Decline in the positive climate vis-a vis EU in the public at large.

Assumptions:

- Effective and efficient revision of the Communication Action Plan;
- Good timing and smooth implementation of the Communication Action Plan as a whole;
- Good matching between the public/timing/nature of actions proposed and implemented.