

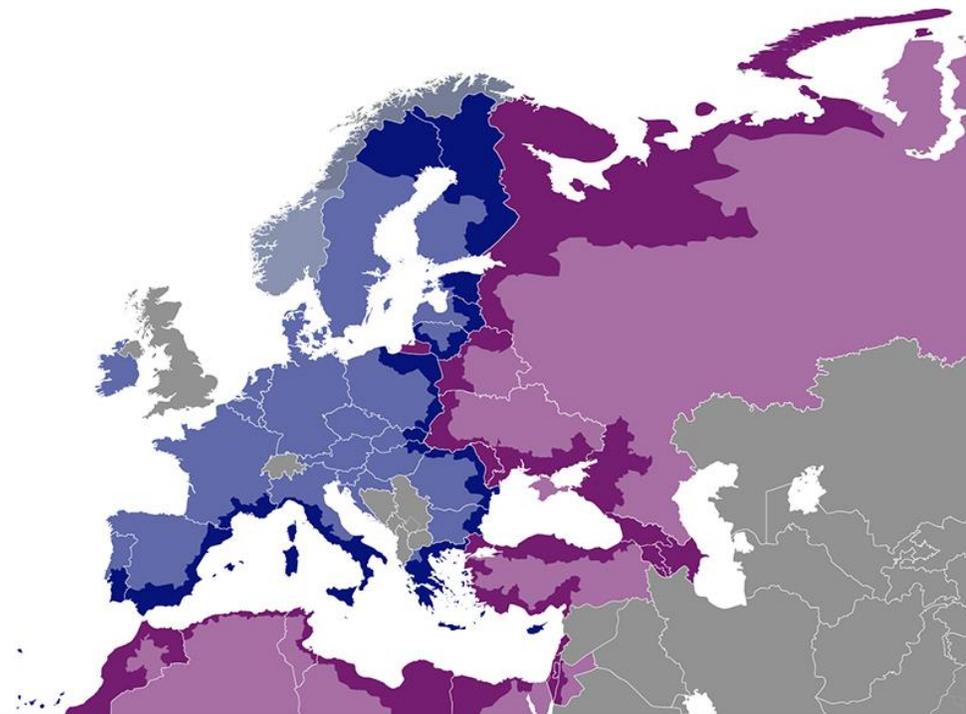


Technical support to the implementation and management of ENI CBC programmes

The annual information and communication plan

A long and winding road

ENI CBC CommNet meeting (9 June 2020)



A project funded by the European Union



Implemented by a consortium led by



A history dating back in time...



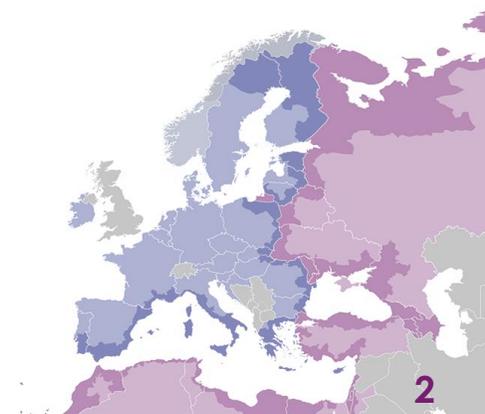
The need to apply a results-based approach in communication was tackled in the CommNet as early as...

...June 2016!

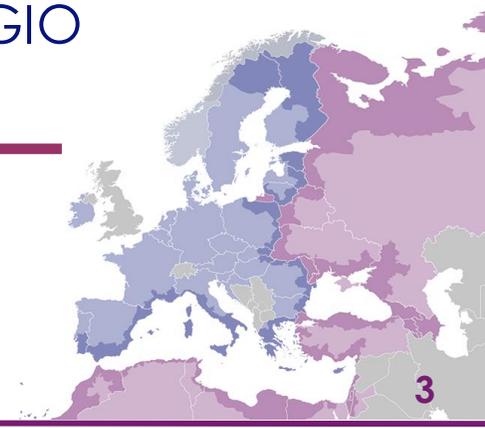
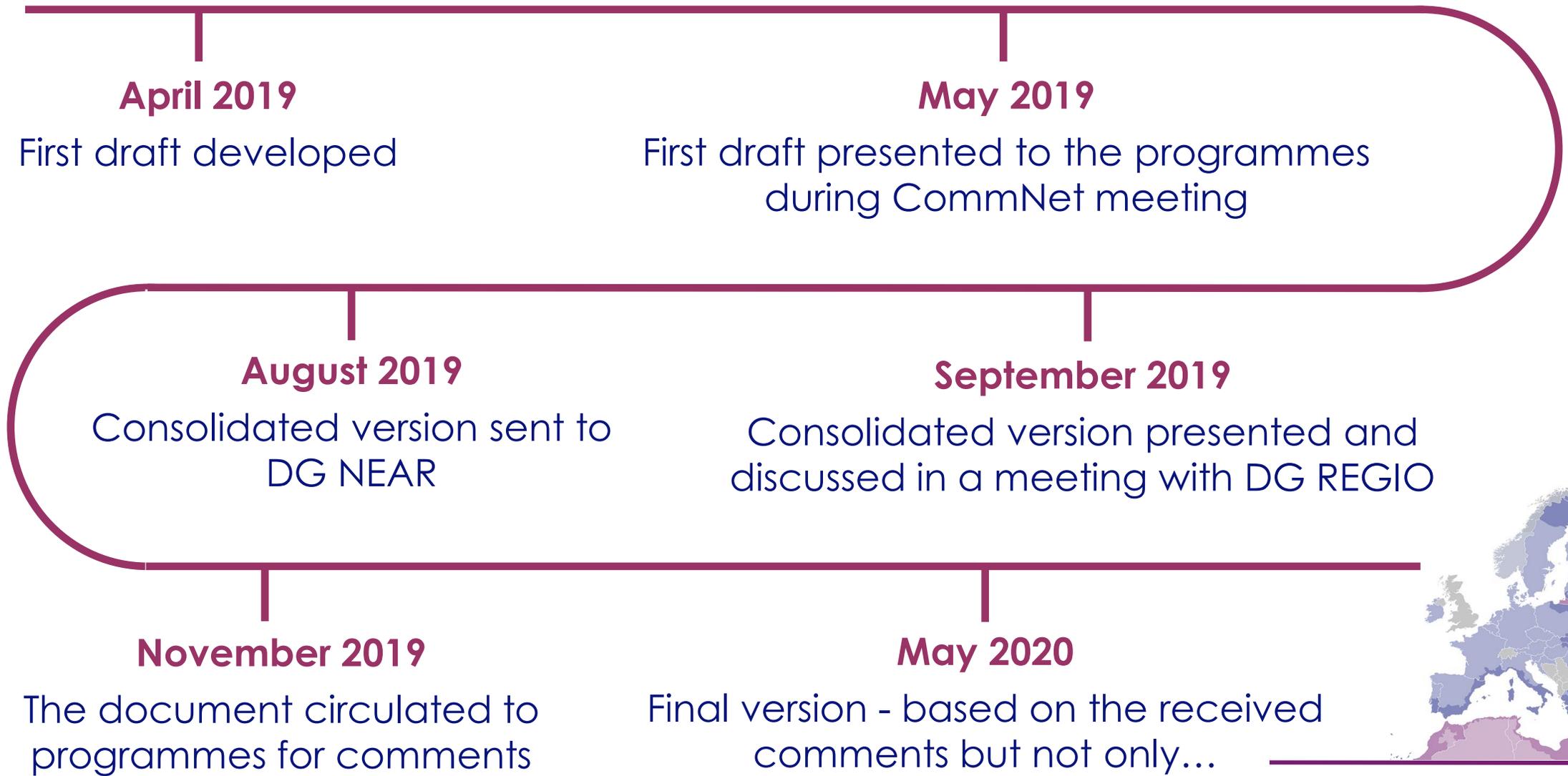
But a structured way of addressing the AICP only saw the light after undertaking the exercise related to the template of the annual monitoring and evaluation plan....

....in June 2018.

After which, the road to a common AICP template begins...



The road to a common AICP template



- **Harmonisation of the existing practices in planning of communication activities based on a results-oriented approach**
- **More effective programme communication**
- **Facilitating the aggregation of information at instrument level**

NEW!

- **Anticipate the approach to indicators in post-2020**

